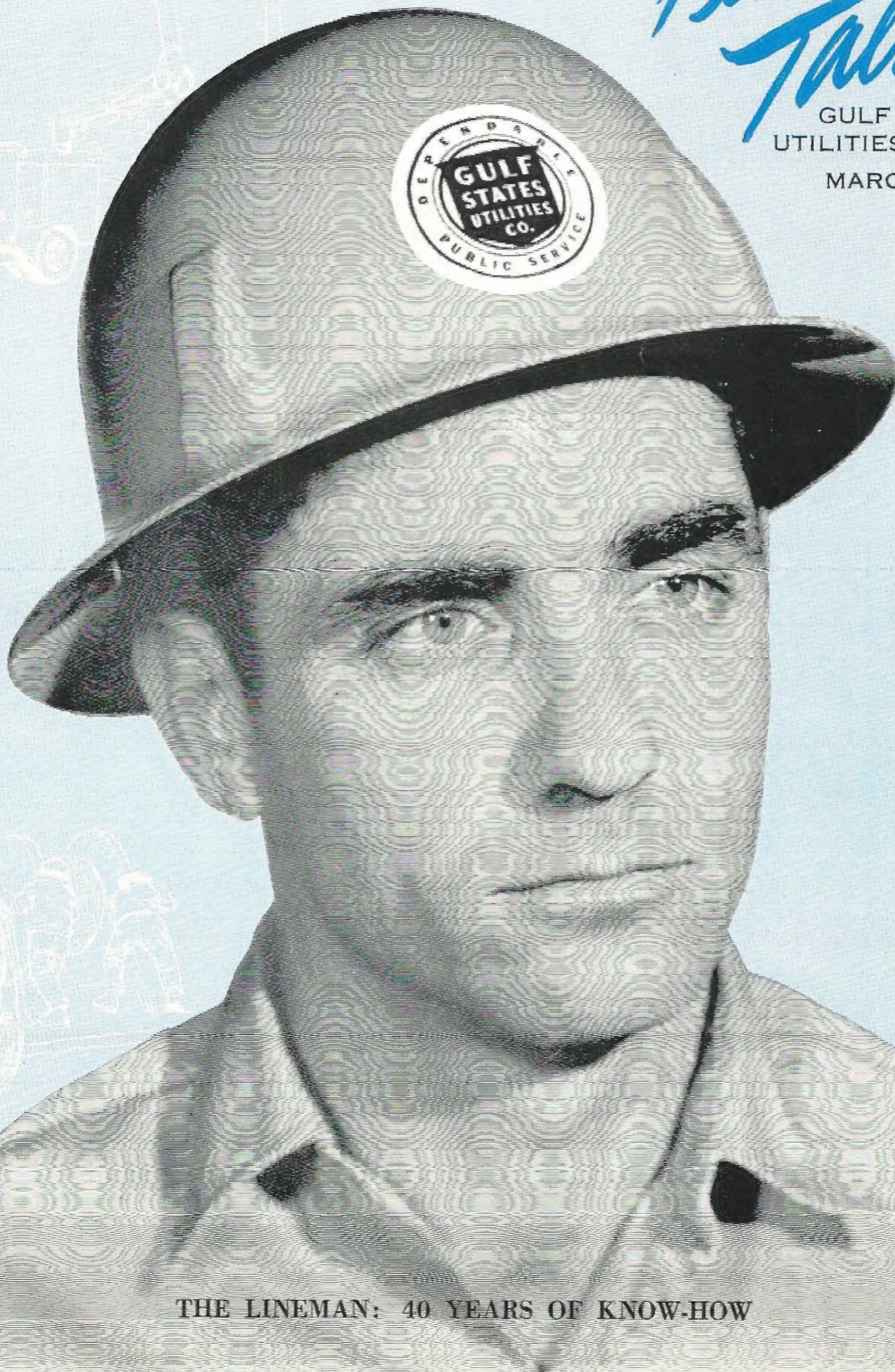


# *Plain Talks*

GULF STATES  
UTILITIES COMPANY

MARCH, 1961



THE LINEMAN: 40 YEARS OF KNOW-HOW



March, 1961

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.



# Plain Talks

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Editor

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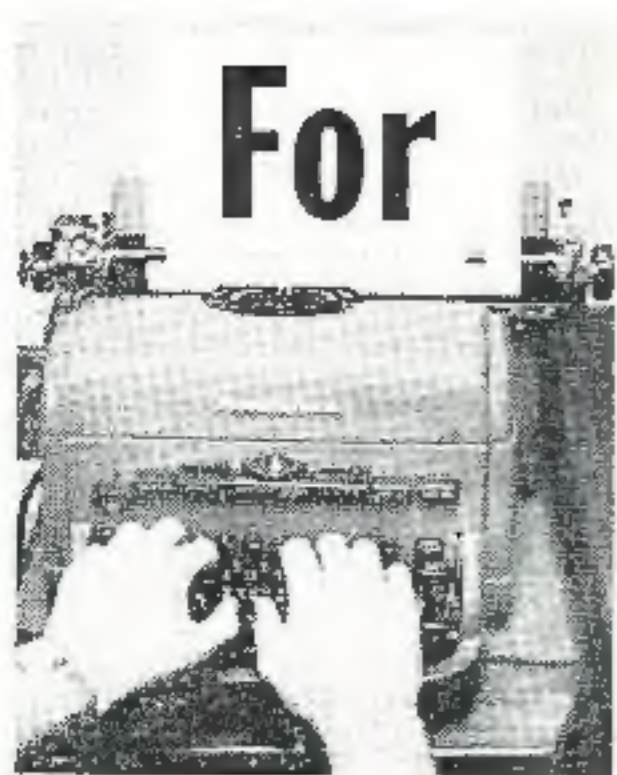
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## OUR COVER



**L**INEMAN JOHN BEARD, Beaumont T & D, posed for this month's cover, symbolic of the approximately 1,700 T & D employees in the Company. To most of our customers, the men who work on our electric lines reflect our Company's "public image". The linemen, of course, and some 2,100 other employees work together to provide electric service. This month we salute the men on the front lines of our public relations in a special story beginning on page 2.





# For Your Information...

MIRACLE - - - OR MIRAGE?



## THE FALSE MAGIC OF MIRACLE MONEY

OUR ECONOMY has just undergone a searching physical examination. Probably no patient in history has said "ah" and had its pulse counted by so many specialists who found symptoms of such a variety of ailments.

But whatever the diagnosis, and in whatever economic organ the sickness, the specialists wrote the same prescription:

"Miracle money."

This unanimity of professional opinion must be based on the belief that passage through Washington gives tax dollars magic curative properties that they lacked in the localities from whence they came.

Dollars so treated are expected to build schools, homes and factories that they did not build before they were federally processed.

Reliance on this remedy will be disappointing and dangerous.

For the 100 so-called depressed areas, as an example, where the need is for jobs, government money is the wrong medicine. It can build plants or streets or sewers, but it can't create ideas. And ideas are what jobs are made of.

More employment will come in depressed areas—as elsewhere—when men with ideas for new or better goods or services hire workers to produce them. Such men are too few to go around.

Thousands of alert communities are constantly seeking new plants. Money might help depressed areas to join in the search but the fact that govern-

ment has singled them out as needing help may prove a handicap. Being nationally branded as depressed is not the best recommendation for consideration as a prospective plant location. Communities that are appealing most urgently for miracle money should keep this in mind.

Some communities are already aware of it. From one comes this reaction: "We are not a depressed area and we resent the insinuation that we are. We are red-blooded Americans, able to stand on our own feet and we do not ask, seek or want any dole from the federal Treasury.

"If we have problems, we are fully capable of handling them ourselves."

From another: "If we were to sit back and wait for federal aid, we would classify ourselves as nothing more than parasites. If we do not have any more pride in our community and our way of life, we have a very dim future."

Such spirit provides a base for sound government action to end local distress. In that action miracle dollars have no place. What's needed are the grubby, work-a-day dollars that go into pay envelopes.

True help for the unemployed in depressed areas and elsewhere will come from government programs of tax reform and reasonable regulation.

Without them, miracle money merely aggravates the ills it is naively expected to cure.

*Nation's Business, March 1961*

AGAIN in this issue, be on the alert for You a word that appears to be out of place in sentences. That word is part of a safety slogan that can win you \$5 if you are the first in your Division to mail the completed slogan to Frank Jones, system safety director in Beaumont (See inside back cover for full details and last month's winners.)

We're happy to cooperate with the Safety Department in this contest for two reasons: (1) It helps all employees continue to think and practice safety on or off the job, and (2) it may encourage you to take an active voice in the contents of your Company magazine.





**COFFEE SHOP TALK.** Traditionally the linemen join for an early-morning cup of coffee before the day starts. Here is where—if he listens carefully—the novice lineman and the helper picks up practical hints that can help make him a better lineman someday.

### *Our Cover Story . . .*

## THE LINEMAN—HIS DAY BEGINS

**SEVEN-THIRTY, a.m.** Already the men have arrived at the service center and the foremen confer on the day's jobs, while the dispatcher checks to make sure that all electric lines that will be worked on are marked and/or temporarily by-passed and made safe.

**Seven-forty a.m.** Truck drivers start the cold engines on their big crew trucks, and chop up blocks of ice to fill the water coolers. Line foremen supervise the loading of the equipment that will be needed. There is bustling activity as the crews stretch and loosen up their bodies for the arduous task of climbing pole after pole.

**Seven-forty five a.m.** Engines rev up, the linemen and helpers pile into the crew cabs and the trucks pull out into the traffic to start the day's work . . .

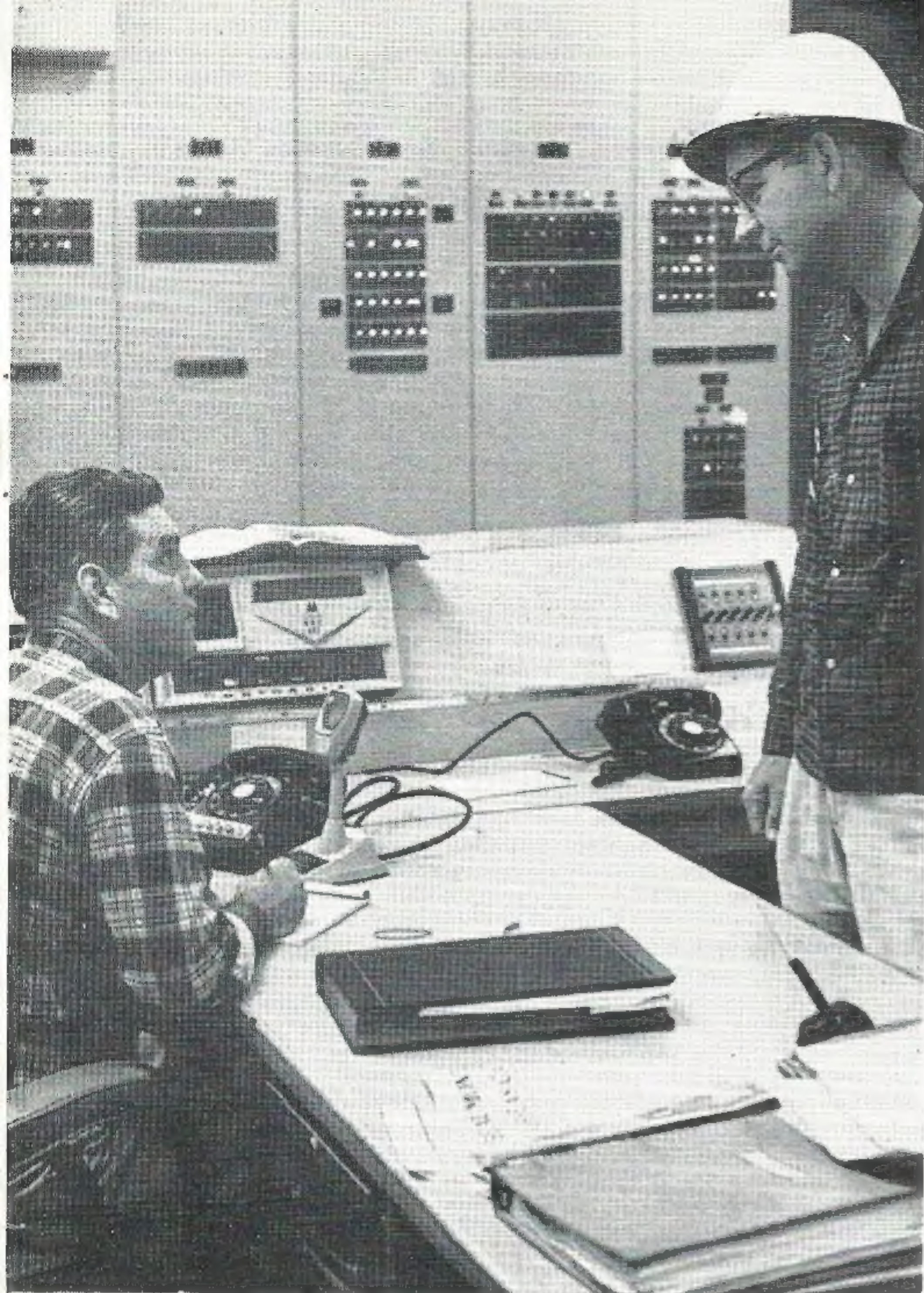
Ahead of them are a variety of tasks. Some crews will string lines, others will make repairs or replace old transformers. This is the work and these are the men who not only make our electric

service dependable but keep building new lines to feed new demands as well.

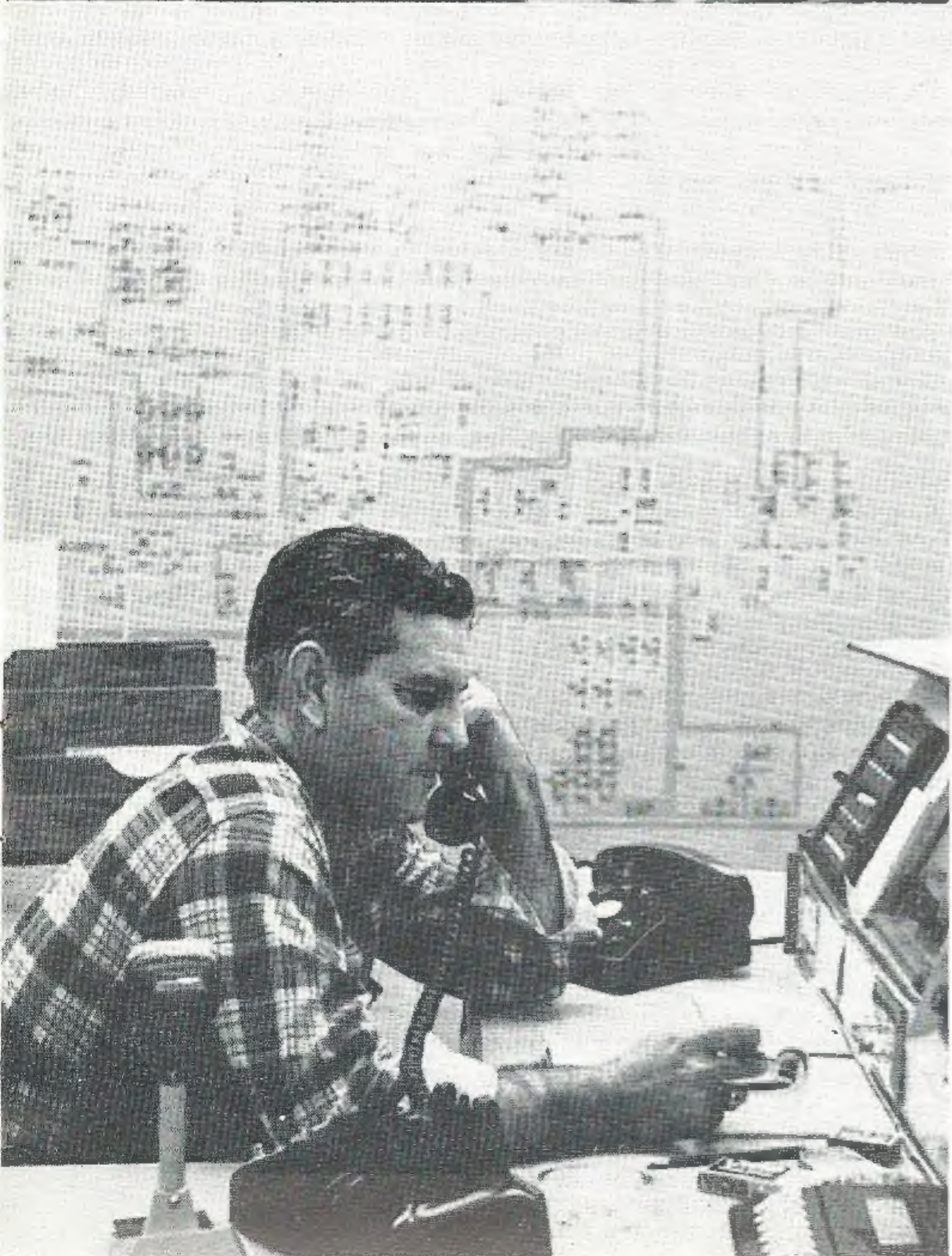
This is a job where experience is the best teacher, and the best teachers are the long-time linemen now, usually, serving as line foremen, who know the hazards of each job, and who have memorized hundreds of miles of lines and poles and can identify old lines that were strung 20 years before, and know how to protect one's self against the accidents that, before present-day safety practices became standard, took the lives of many men who worked the high lines.

They teach the linemen working with them that the best way to avoid an accident is to be consciously prepared for it and to adopt safe working methods. Human carelessness is the biggest accident-causing factor in linework. These accidents are usually one of four kinds, as our cover lineman, Beaumont's John Beard, demonstrates on the following pages.





**LOADING WORK.** In background, John Beard selects a transformer for his job, while James Sanders in the hoister hooks onto another to load it on a truck.



**REQUEST FOR CLEARANCE.** John Osburn, line foreman, checks with Beaumont Dispatcher W. W. Due before his crew pulls out. He wants a line taken out of service so that his crew can work on it safely. The request is written in duplicate on a clearance order to avoid mistakes. In rear is supervisory control panel which controls lines at substations in the division.

**BELOW.** Woodrow Due talks to his "legman" who will go to substation, do actual work of cutting the line out of circulation. Sometimes lines are put on 5-minute delay, which means that if the line kicks out, a mechanically-enforced delay will keep it from being reclosed. This is a safety factor that gives the dispatcher time to check with the line crew which is working on that line before the electricity is turned on again.

*Story continued on Next Page*



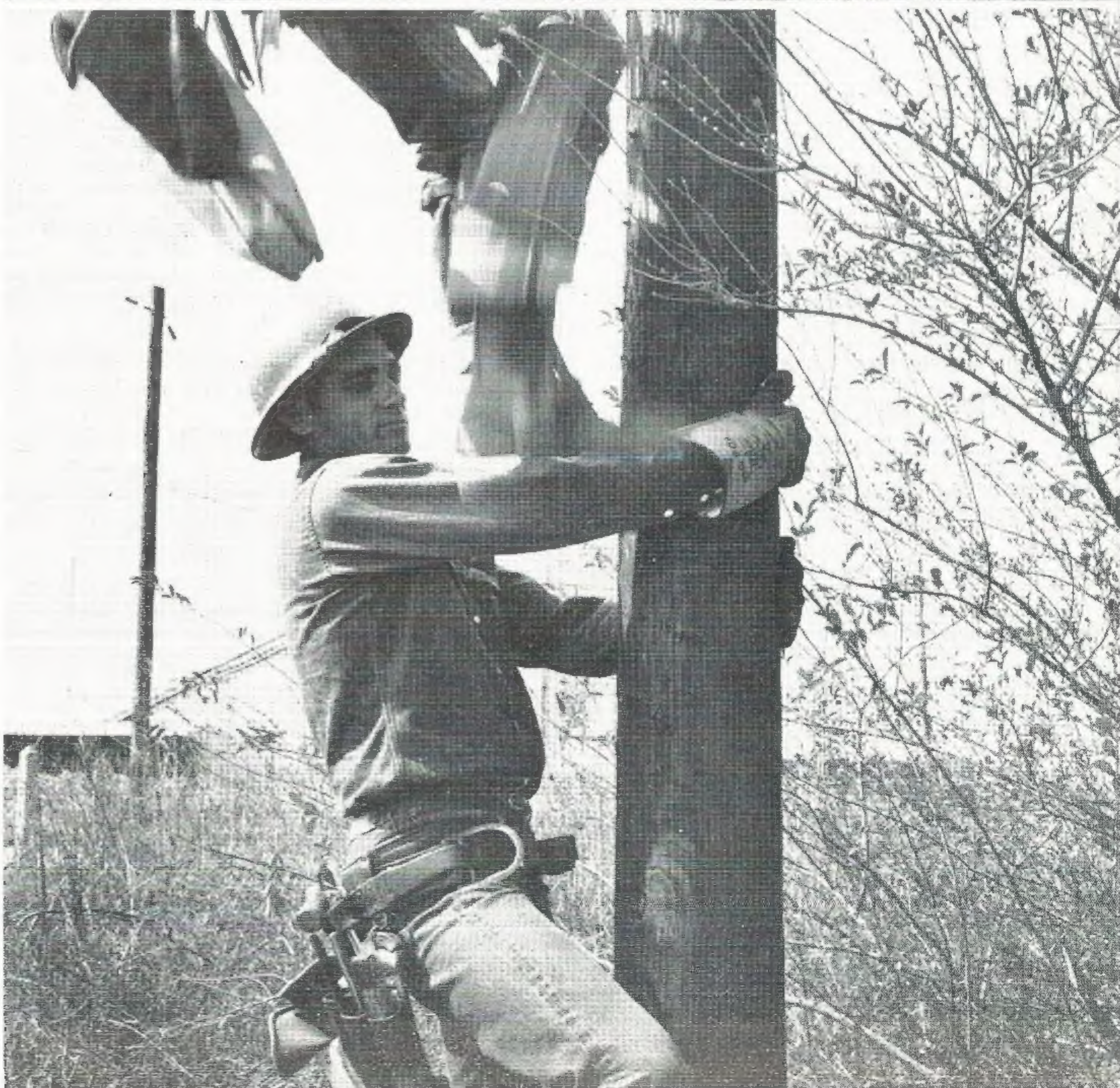
# The Lineman

## HAZARDS OF CARELESSNESS

**HARD HAT HELPS.** A pair of pliers plummets 20 feet and ricochets off John Beard's helmet as he stands at bottom of pole preparing to ascend. Now he can qualify for the "Turtle Club", rather than the "hospital club", because he's been trained to always wear his hard helmet. Helmets are so well constructed that they can save a man's life even if a crossarm falls on him.



**GAFFING.** If one man descends too quickly, without looking to see who's under him, he can administer severe spiking wounds to the man below. Most linemen are aware of this danger and are too careful to let it happen to them but it has happened when a man has been in too much of a hurry to descend. Good training and experience will stop this too.







**CUT OUT.** The lineman's spikes slip out of their wood and he skids down the pole, in danger of incurring bad splinter cuts and burning. This can happen if wood is rotten, or if lineman brings his knees too close together. But good training helps prevent this from happening.



**ELECTRIC SHOCK.** The accidental brush with jarring voltage that shakes the whole world around him, perhaps a sudden flash. This is the accident that all linemen fear most and so are most conscientious about avoiding. Safety precautions against such accidents are many, including rubber blankets and galls, but occasionally it still happens. And when it does, each lineman swears to himself that henceforth he'll be even more careful when working near "hot stuff".

*Continued on Next Page*



# THE LINEMAN

## FORTY YEARS OF EXPERIENCE

THE OLD. Pictured is a labor crew working to raise a pole into position as they did it many years ago with a pole gin and pikes. Can you spot the advances that have been made in such labor between then and now?



BEHIND the lineman of today are four decades of accumulated experience, carefully gathered and passed down by linemen who came before him and who learned to work safely—the hard way, by bitter and sometimes tragic experience. He owes a prayer of thanks to those who went before, because they have helped make his job safer, and his chances of incurring an accident less.

He owes his thanks for such safety items as rubber guts and blankets to protect him from the lines, and rubber gloves and safety helmets, too. He should be thankful for the hot sticks, improved spikes and safety belts which have evolved through years of testing and research.

But the men of the past who worked the high lines made other contributions. They sweated to develop safer working methods. Today's lineman echoes their methods each time he approaches a pole and tests it for soundness, each time he jabs a spike into the wood and holds his feet just so, and when he works around "hot stuff".

He has learned from those who came before him to iron out all possible problems while still down on the ground in a conference between foreman and crew. Forty years of accumulated experience have taught him the possible safety hazards to prepare himself for, and how to avoid them.

His attitude has changed, too, for the better. The men who worked decades ago on the old linecrews sometimes developed a "devil-may-care" attitude and their horseplay out on the job resulted in lost-time accidents. Over the coffee cup before the morning starts, old timers tell us of incidents when live snakes were dropped down men's backs, or

when tempers flared and fights broke out on the job.

Such things don't happen now. The lineman of today treats his job and the safety of both himself and his coworkers with a respect born out of knowledge of what has happened in the past. He scorns the occasional newcomer who engages in dangerous horseplay, until the newcomer himself learns the code of correct behavior on the job.

He is safety conscious, too. He won't remove his hard hat "because it gives me a headache." He knows he might get a worse headache if he takes it off. And when he approaches a pole before ascending, his apparent attitude of nonchalance conceals his careful study of the pole. He studies its slant (if any), and how sound and firm the wood is, before he even sticks a spike in it.

In our Company, a man must go through at least a 2-year period of indoctrination and training before he can qualify to climb a pole as a lineman. First he must work for at least a year as a helper before he can qualify for an apprentice. Then he goes to apprentice training school where he learns the basic fundamentals of electricity, safety, pole climbing, safety, pole top construction, safety, knot-tying, and safety. After a year as an apprentice, he automatically progresses to lineman fourth class and advances in grade each year thereafter until he reaches lineman first, which is a position of top responsibility.

All of this is necessary and desirable, because it assures each man that he is being given the best training possible to keep himself safe and to make his job no more dangerous—when he's careful—than that of a truck driver.



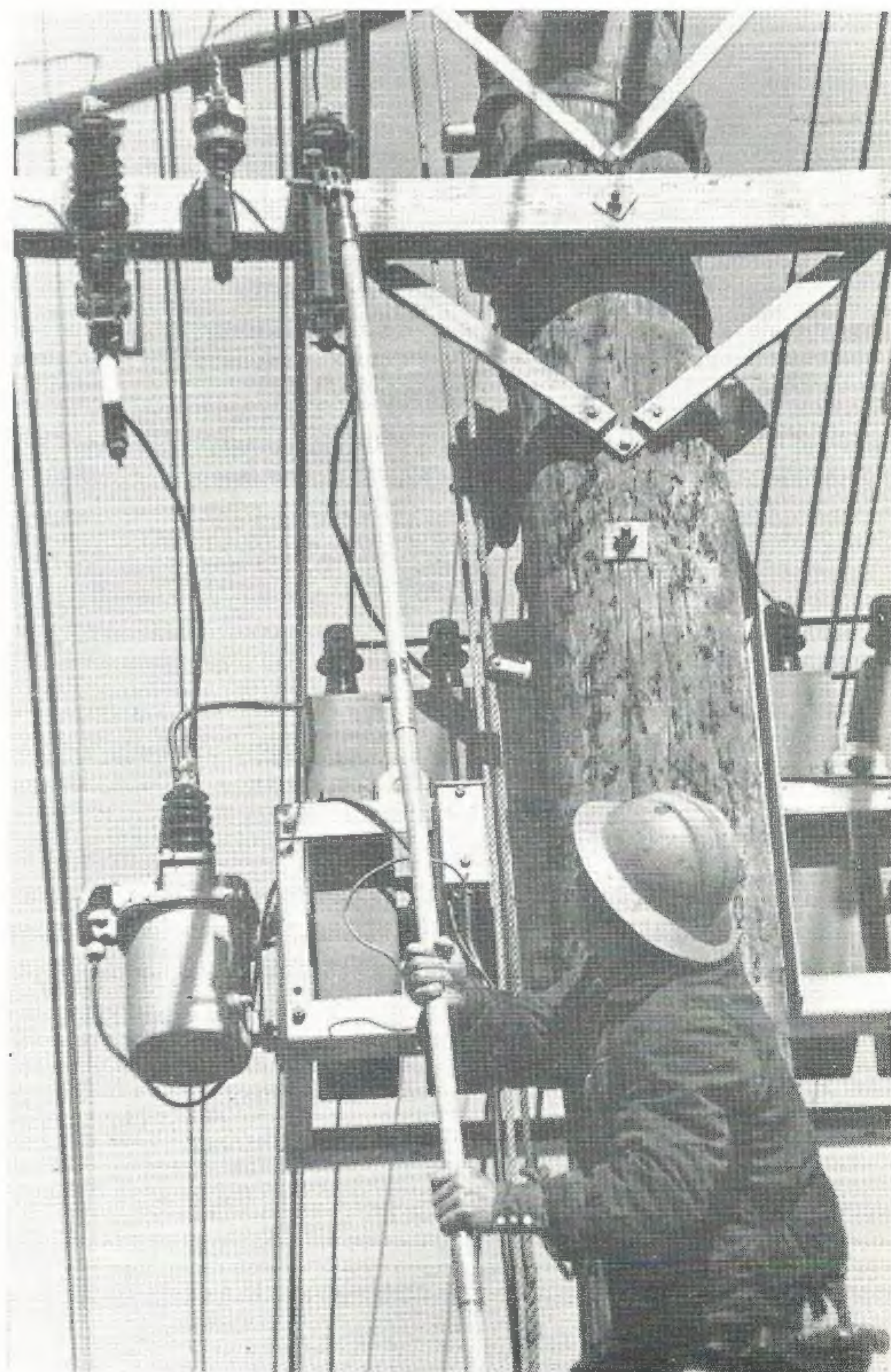


**THE NEW.** Here the same crew is raising a pole, but there's been quite a change in methods. Beaumont T&D Foreman J. E. Ickles operates the hydraulic hole digger to make a hole then lifts the pole into place with the "A" frame, while helpers guide it with "grabs".



**THE OLD.** Here a lineman is closing a cut-out switch by hand. He feels a momentary surge of electricity. Some old timers were accustomed to this practice and took the shocks in stride.

**THE NEW.** Here the same lineman has donned his regulation safety helmet and is closing the switch in the prescribed manner—with a hot stick. It's much safer the new way.







ASTER commemorates rebirth and the reawakening of the soul and Plain Talks marks it with a special feature — a will, which is actually a tonal poem, set with verbal images which our photographers have tried to match with visual symbols.

The manuscript for this heart-warming legacy was found in the tattered garments of a patriarchal derelict who had once been a lawyer. The unusual document was read before the Chicago Bar Association, which ordered it probated and placed on the Record of Cook County, Illinois, where it has been called “the most beautiful will ever written.”

We believe you'll think so too.

I Charles Lounsberry, being of sound and disposing mind and memory, do hereby make and publish this, my last will and testament, in order, as justly may be, to distribute my interest in the world among succeeding men. That part of my interest which is known in law and recognized in sheepbound volumes as my property being inconsiderable and non account, I will make no disposition of in this my will. My right to live, being but a life estate, is not at my disposal, but these things excepted, all else in the world I now proceed to devise and bequeath.

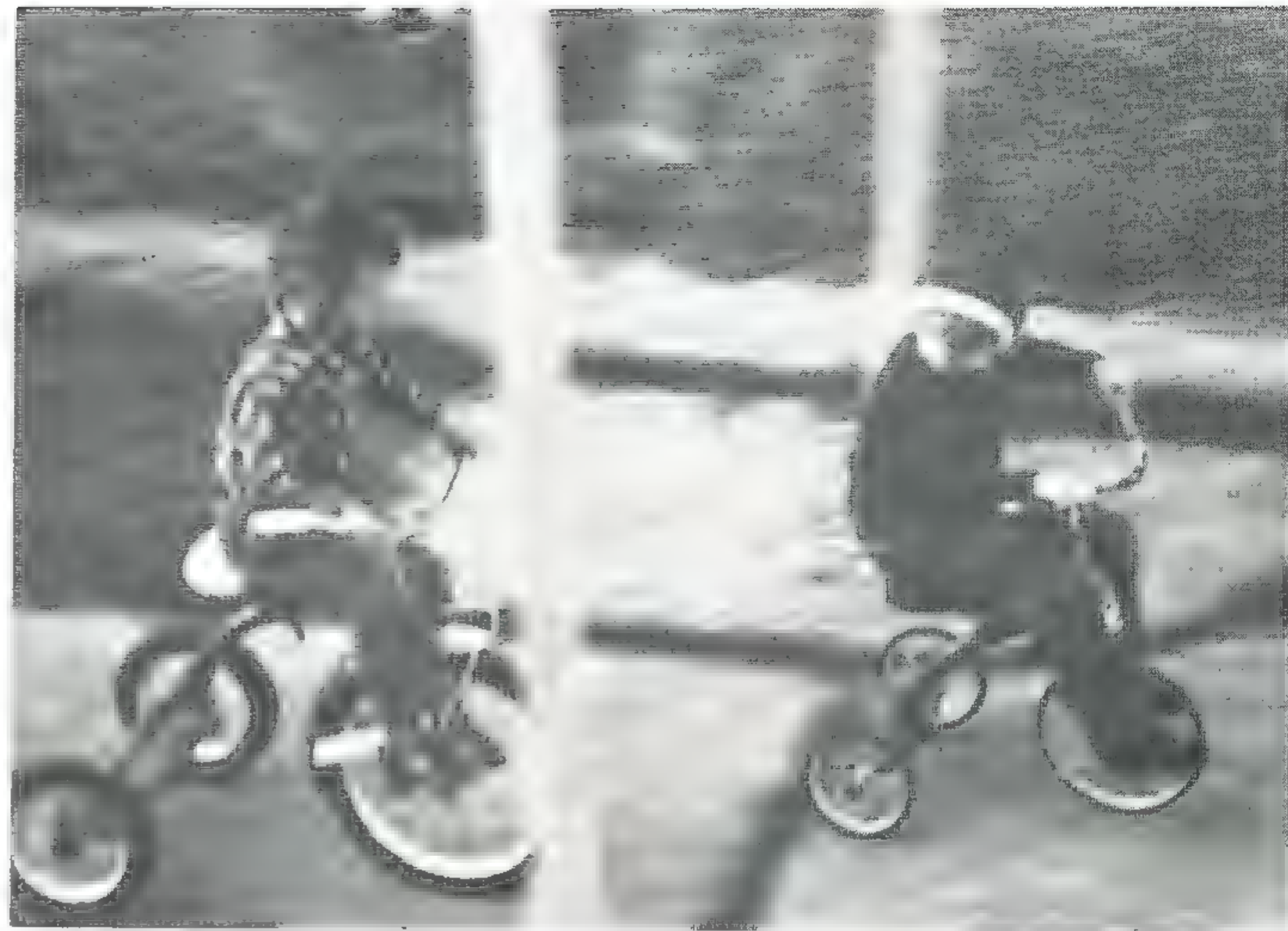
ITEM: I give to all good fathers and mothers in trust for their children, all good little words of praise and encouragement, and all quaint pet names and endearments, and I charge such parents to use them justly, but generously, as the needs of their children shall require.





ITEM: I leave to Children, inclusively, but only for the term of childhood, all and every flower of the fields, and the blossoms of the woods with the right to play among them freely, according to the customs of children, warning them at the same time against thistles and thorns. And I devise to children the banks of the brooks and the golden sands beneath the waters thereof, and the odors of the willows that dip therein, and the white clouds that float high over the giant trees. And I leave to the children the long, long days to be merry in, in a thousand ways, and the night and the train of the milky way to wonder at, but subject nevertheless to the rights thereafter given to lovers.

ITEM: I devise to boys, jointly, all the useful idle fields and commons where ball may be played, all pleasant waters where one may swim, all snowclad hills where one may coast, and all streams and ponds where one may fish, or when grim winter comes, where one may skate—to hold the same for the period of boyhood. And all meadows with the clover blossoms and butterflies thereon; the woods with their appurtenances, the squirrels and the birds and the echo of the stream's noises and all the distant places which may be visited, together with the adventures there found. And I give to said boys each his own place at the fireside at night with all the pictures that may be seen in the burning wood—to enjoy without let or hindrance of care.




ITEM: To young men, jointly, I devise and bequeath all boisterous inspiring sport and rivalry, and I give to them the disdain of weakness and undaunted confidence in their own strength. Though they are rude, I leave to them the power to make lasting friendship, and of possessing companions, and to them exclusively, I give all merry songs and grave choruses to sing with lusty voices.

Continued on Next Page







ITEM: *TO lovers, I devise their imaginary world, with whatever they may need, as the stars in the sky, the red roses by the wall, the blossoms of the hawthorn, the sweet strains of music, and aught else they may desire to figure to each other the lastingness and beauty of their love.*

ITEM: *And to those who are no longer children or youth or lovers, I leave memory and bequeath to them the columns of poems of Burns and Shakespeare and of other poets, if there be others, to the end that they may live the old days over again, freely and fully (without lithe or diminution.)*

ITEM: *To our loved ones with snow crown, I bequeath the happiness of old age and the love and gratitude of their children, until they too fall asleep.*







**SYMPOSIUM SPEAKERS.** These were the featured speakers at a day-long atomic energy symposium sponsored by our Company in Beaumont February 10. Discussing one of the demonstrations used in the symposium are, left to right, H. R. Drew, executive vice president of

the Texas Atomic Energy Research Foundation; Dr. P. H. Miller, Jr., nuclear scientist with General Dynamics Corporation; E. L. Robinson, vice president and general sales manager of our Company; and Dr. D. W. Kerst, thermonuclear scientist, General Dynamics Corporation.

### *Company Sponsors in Beaumont . . .*

## Atomic Symposium Opens New Frontiers For Students

APPROXIMATELY 1,350 high school science students from Beaumont area schools attended an atomic energy symposium sponsored by our Company in Beaumont City Auditorium February 10.

The day-long symposium was broken into two sessions and featured two internationally known atomic scientists, Dr. Park H. Miller, Jr. and Dr. D. W. Kerst, both of whom are with the General Atomic Division of General Dynamics Corporation in San Diego, California.

Our Company sponsored the symposium in cooperation with the Texas Atomic Energy Research Foundation, which, through the General Atomic Division of General Dynamics Corporation, is conducting a long range research program seeking an economical method of utilizing should the tremendous heat of nuclear fusion to produce electricity.

The TAERF was organized in 1957 by our Company and the 10 other investor-owned electric utilities operating in Texas to jointly sponsor this nuclear fusion program at General Atomic.

Dr. Miller, an expert in solid state physics, is assistant director of the John Jay Hopkins Laboratory for pure and applied science and is chairman of the Experimental Physics Department at General Atomic. He discussed nuclear research and college physics.

Dr. Kerst, director of thermonuclear research at General Atomic, developed the first betatron, a device used in physics experiments and instrumental in atomic research. He discussed research in controlled thermonuclear reactions and controlled thermonuclear research.

The afternoon portion of the symposium was directed to 200 honor physics and chemistry students from Beaumont schools and was held in the rehearsal hall of the Music-Speech Building on the Lamar Tech campus.

Also appearing on the program were H. R. Drew of Fort Worth, executive vice president of TAERF and E. L. Robinson, vice president and general sales manager of our Company.



*Do it yourself . . .*

## SAFETY IN THE KITCHEN

By Leonora O'Neal  
Home Service Director, Beaumont

**MOTHER HUBBARD'S CUPBOARD.** Your lower cabinets should be as bare as the cupboards in that old nursery rhyme, especially if you have children in the inquisitive age. They love to grab bottles that might contain poisonous or harmful substances.



**WIVES**, if you want to help your husband's division win the new President's Award for Off-The-Job safety, (Plain Talks—February) you should concentrate your efforts toward improving safety conditions in your home. And one of the first places is in the kitchen.

Make this a "do-it-yourself" project because, although your husband is not likely to be hurt in the kitchen, you or one of your children might be. Pictured on these pages are some of the safety hazards that you should eliminate, and here are some others.

- Be sure that all electrical appliances are properly grounded by the installing serviceman, or, if you have been living in your home for quite a few years, check to see that the ground is still functioning.

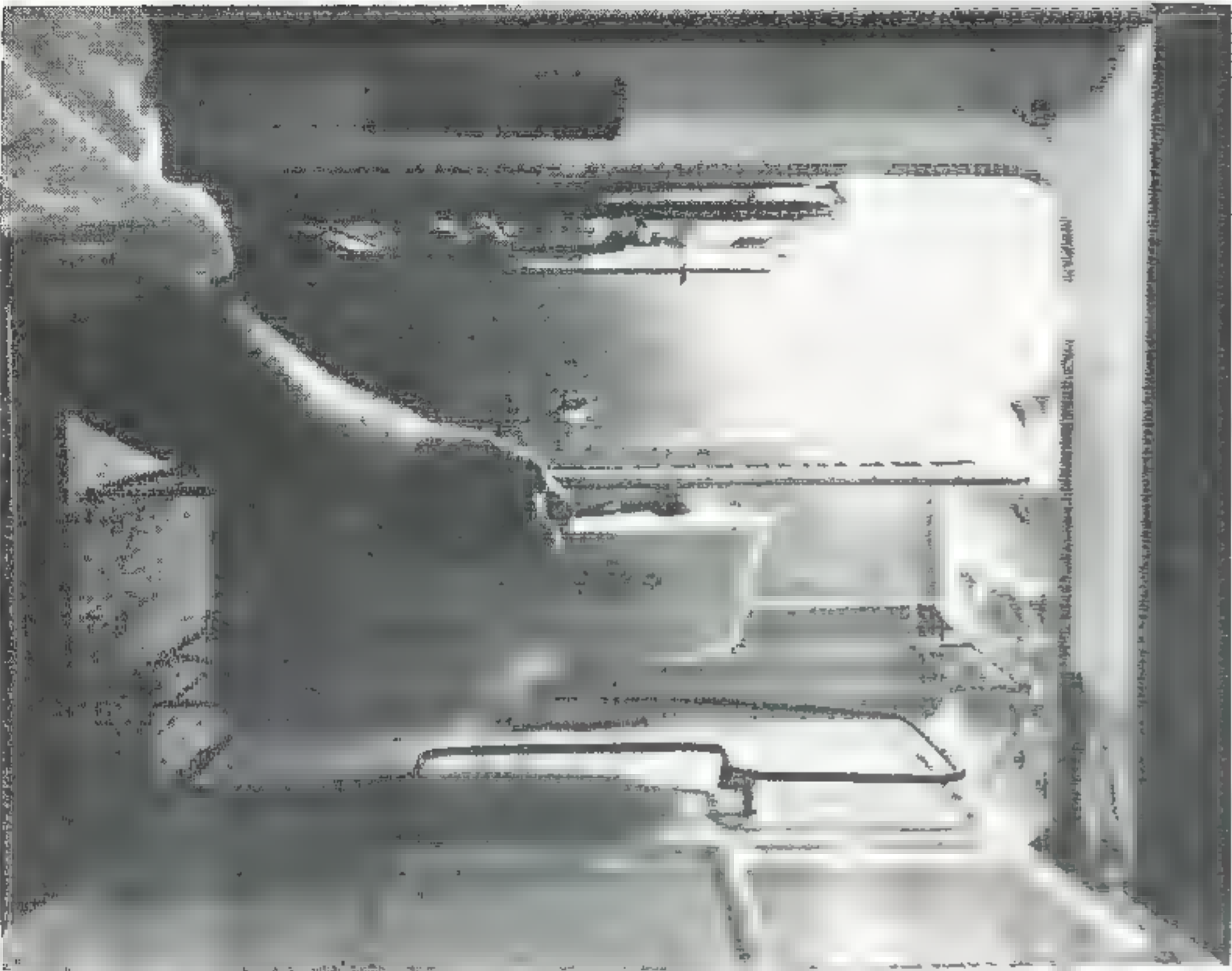
- If you are installing a disposal unit that requires a separate switch, be sure that the switch is far enough from the disposal so that you won't accidentally turn it on while your hand is in the unit set a (as when you are cleaning it.).

Remember, safety for the whole family begins in the home, and the home is your responsibility. If you follow these safety measures, you'll be stopping accidents before they have a chance to happen.

**WATCH OUT, JUNIOR.** Mother has hot grease in that pot, and she didn't have enough foresight to place the grease container closer to the range. So she has to pick up the pot and walk across the floor (and you) to reach it. Better start running.







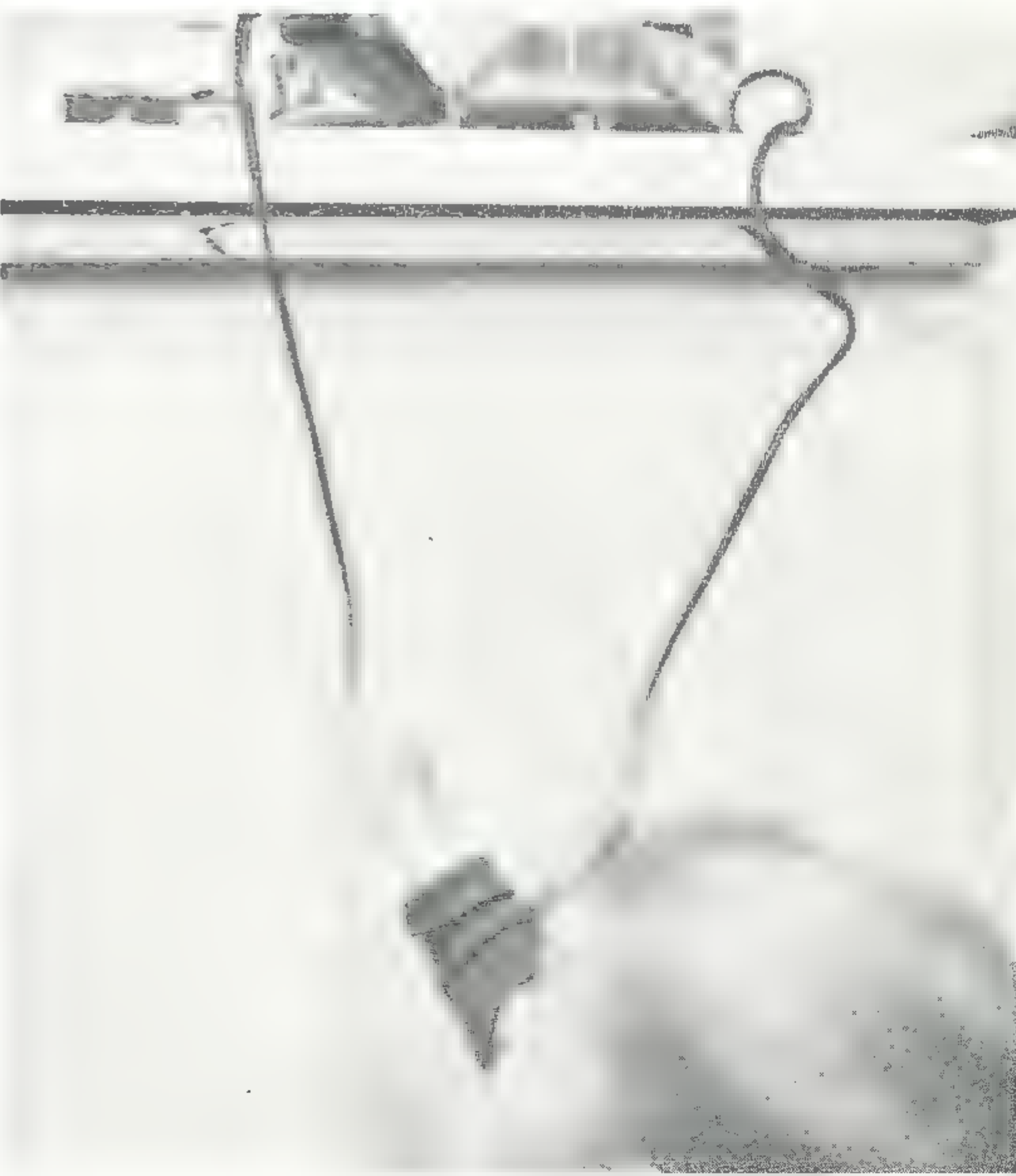
**WHY BURN YOURSELF?** When baking in the oven, you should use the top shelf, or move any other shelves below the one you are using, so that you can reach in without touching the hot shelf above.

**NOT QUITE TALL ENOUGH.** Thank goodness. Junior would like to pretend that those controls on your electric range are controls to his make-believe space ship. Luckily you thought to buy a range with the controls on the top back shelf, and to one side of the surface units, so that even if they are heating while he's reaching, he can't burn himself.



**"IS SHE LOOKING?"** She'd better be, because in just about another moment, that pot of hot fluids could be spilling on him. Always be sure to keep handles of pots from sticking out over the edge.

**YANK, YANK, YANK.** 'Nuff said?







C. B. LOCKE, executive vice president and general manager of Beaumont Broadcasting Company, operators of KFDM-TV.

ON THE AIR. A shot over the director's shoulder into the big studio where the news, weathercasts and other live shows are presented. Glass at left reflects one of the big television cameras. Director has two screens: one at top shows him the image as it is being received in the control room; one at bottom shows pictures safety that are being shot by second camera. Without electric air conditioning, the temperature in this studio would quickly climb to 110 degrees.



## Electronic Entertainment TV's Magic-Image World

*Kilowatts Cavort to Capture Your  
Interest at KFDM-TV's New  
All-Electric Studios in Beaumont*

ELECTRONICS are in action, literally, everywhere you look in a modern television station, and our Company serves seven such stations: WRFB-TV and WBRZ-TV, both in Baton Rouge; KTAG-TV and KPLC-TV, both in Lake Charles; KLFY-TV in Lafayette, KPAC-TV in Port Arthur, and KFDM-TV in Beaumont.

Take Beaumont's KFDM-TV, for instance. The station has just moved, bag, cameras and broadcasters, into new all-electric headquarters on the Freeway.

In this weather-conditioned world, engineers and creative communications specialists work together to beam top television fare to thousands of viewers in the Texas Golden Triangle area.





**CONTROL ROOM.** At left of picture are the slide and movie projectors which put still and moving pictures for commercials or short subjects on the air. Partition in the middle is the amplifier rack, with the

controlling tubes. At the right are the video-tape recorder, and the control console where the director and engineers ride herd on the magic images.

"Everything here is electric—except my cigarette lighter," commented one executive.

And it's true. Not only does Reddy Kilowatt operate the 15 tons of heat pump air conditioning and heat the electric strip heaters, he also powers the big complex TV cameras, provides communications between the director and cameramen, and pushes the words and pictures out via microwave to a transmission tower which broadcasts with a distance-spanning 150,000 watts.

#### **Miracles Come Out of Outlets**

The electrical processes that bring the pictures to a set provide a fascinating story in themselves. For instance, in order to bring a nationwide television broadcast to you from New York City, the images are broadcast in microwaved beams from towers set 40 miles apart all the way across the nation to the local station, where the image and sound are "cleaned up" electrically and re-broadcast to your set, all in less than a second.

For a show that is produced locally—such as the news and weather reports—the process is only a little less amazing. Cameras on the studio floor shoot the image and microphones pick up the sounds which are transmitted on two separate frequencies. Your set's electronic picture tube then matches the pace of the original television camera that shot the scene and traces the picture on the phosphor-coated screen at a speed of 15,575 lines per second, so fast that your eyes don't notice that as soon as a line

is traced it fades, to be covered by another.

During the past 15 years, many technical advances in electronics have improved the quality of transmission and reception and have made color television practical. Today, television as a communications medium is growing out of its adolescence into adulthood—both technically and in the content of its programs.

So, as Gulf Staters, we have a small but vital role in this glamorous new entertainment medium.



**NEW BUILDING.** This is an artist's bird's eye view of the newly-completed Channel 6 headquarters, in its location just off the freeway near 11th Street in Beaumont.



*Lake Charles Utilityman Makes an . . .*

## All - Electric Quail Farm

*. . . An After-Hours Hobby With a Future*

"I'M working during off hours to build up a wonderful hobby, so when I retire I'll have a profitable full time job," Philo East, utilityman, Lake Charles T&D Substation Department, tells visitors at his all-electric game bird hatchery at 601 Sycamore, Lake Charles.

Mr. East started his interesting hobby about eight years ago while recuperating from a throat cancer operation.

"I just couldn't sit 'round and do nothing, so I got a Little Brown Hen incubator and started setting chicken and duck eggs. One thing led to another. Soon I was setting quail and pheasant eggs. Before I knew it I was in business."

It wasn't until 1959 that he really got into raising game birds in a big way. While on vacation, Mr. East and his wife, Inez, visited the Georgia Quail Farm at Savannah. There he got the ideas and plans for his present set-up.

This past year he filled orders for 12,000 quail



IN THE OPEN. Mr. East moves his birds to covered open pens where they are protected from the rain and fed a prepared game bird starter until they are four or five weeks old. They are then turned into 90 foot long open flight pens and fed grain.

alone. He also raises chukars, pheasants and ducks. He sells all of the birds he can raise to hunting clubs in Texas and Louisiana. In addition to hatching birds for his own use, he will set eggs on a commercial basis.

To house his breeding flock of quail, Mr. East built a completely screened, weather controlled laying house, where 259 pairs of quail are housed. Each pair is kept in an individual cage equipped with automatic feeders and water troughs.

His breeding flock of pheasants are kept in four wire runs with six hens to each rooster. A pheasant hen will produce between 100 and 125 eggs during a laying season. To supply enough chukar eggs for setting, 36 hens and 12 roosters are run in colonies at a farm on Grand Chenier Road.

Mr. East found that for quails to lay their best, they must be kept on wire. They have to be kept dry. The soil around Lake Charles is too damp to run birds on the ground.



Through experimentation, Mr. East found how to keep his hens producing at their best. In order to have enough eggs for hatching and to sell, 80% of the flock must be laying at one time. Some hens will lay every day, but the majority lay two days and skip one.

The breeding house is kept lighted all day. Quail require 17 hours of daylight eating time. During this time music is piped in to help calm the birds. Music actually soothes them so well they forget their wild instincts.

Temperature control is also employed to keep the hens producing the year around. The birds must not be hit by wind or sun and the temperature must range between 50 to 75 degrees to keep them from molting. A large fan is used at each end of the house for air control. During the summer, large straw mats are placed on the roof. Water is run over the mats to cool the house by evaporation.

Each evening the eggs are gathered and dated. Mr. East can incubate 54,000 quail eggs at one time. But he prefers to set 1,000 to 1,200 every two weeks and at the same time he sets other eggs commercially. Every third day 4,500 eggs can be hatched in a Jonesway hatcher where the humidity is controlled.

After the young birds are hatched, they are placed under infra-ray lights for three weeks and eat a prepared starter ration. He then moves the chicks to a heated brooder house where they run on the floor. After the birds are about six to eight weeks old they are moved to covered flight pens which Mr. East built last year on his Grand Chenier farm. The flight pens are 90 feet long and can accommodate about 12,000 to 15,000 pheasants, quails, chukars, and white African guineas. Each pen is equipped with proper shelters, automatic feeders, and water troughs. Fast growing seed grasses example for are planted in each pen to give the birds natural coverage and a supply of feed.

When the birds are about 18 to 20 weeks old and at their best flying condition, Mr. East sells all he raises to a hunting club at Longville, Louisiana. Also at this age production cost has been low enough that the birds can be priced right.

Mr. East has three efficient helpers—his son, Floyd, and grandson, Rocky, who live nearby and Reddy Kilowatt, who is always on hand to play a number of roles: mother hen to an incubator of eggs, a babysitter for a brooder of newly hatched chicks, waterboy to a pen of quail hens, or a songster singing lullabies to help the breeding flock forget their wild ways.

"My monthly electric bill for the hatchery averages around \$30 to \$40," Mr. East estimated. "This helps me enjoy my all-electric hobby even more."

March, 1961



**BREEDER HOUSE.** Mr. East feeds his laying flock game bird breeder ration for best results. The temperature in the house must be kept at between 50 and 75 degrees to keep the birds from molting and is controlled by water evaporation and large fans at each end of the house. Music is piped in and lights are left on for 17 hours a day to soothe the birds and keep them eating.



**HEATED BROODERS.** Mr. East keeps the young birds under infra-ray lamps in enclosed brooders for three days before placing them on the dry floor of the brooder house. The young birds must be kept off the ground because of the dampness.

**GAME BIRD FARM.** This is an aerial view of Mr. East's bird farm located in Grand Chenier on a high and dry sandy ridge about five miles from the Gulf of Mexico. It covers 2½ acres of ground on the north side of the newly built highway connecting Port Arthur, Texas, and Abbeville, Louisiana.





# Safety Challenge

Issued By

Lake Charles

Division



E. HEARD -- LINEMAN -- LAKE CHARLES

**Safety  
is for  
Me  
AND  
My Family**

## **MEN OF DISTINCTION**

## **CHOOSE SAFETY**

A challenge to a safety duel between divisions and a monthly man of distinction help S. L. Stelly, safety director, Lake Charles Division, in his campaign to make this year's safety program's slogan a reality on the job, at home and at play.

"We, here in Lake Charles, think this division is the best in the system," Mr. Stelly grinned. "And we know there are greater separations between Texas divisions and Lake Charles Division than just the Sabine River. We also know more separates us from Baton Rouge Division than the Atchafalaya River. These separations are seen in our safety records and the quality and quantity of work of this division. If the other divisions think they can better this, let them answer the challenge I sent to

Andy Poulson and T. O. McKnight on behalf of all Lake Charles GSUsers."

(The proclamation has been reproduced in its entirety by PLAIN TALKS on the opposite page.)

Mr. Stelly is also making use of the safety knowledge Lake Charles GSUsers have already. Each month a person who has shown great consciousness of safety practices will appear as "A Man of Distinction" on a poster similar to the one above on which E. F. Heard, lineman first class, appears.

"We want to individualize safety," Mr. Stelly said. "By making it more personal we hope we can emphasize safety more."



# PROCLAMATION



*Whereas* the Lake Charles Division is ever cognizant of its responsibilities; has superior personnel and will be without equal in the field of SAFETY in 1961; and

*Whereas* the Divisions of Baton Rouge, Beaumont, Port Arthur and Navasota are subject to challenge by the Lake Charles Division on their qualifications as Safe Divisions; and

*Whereas*, there will be three (3) Presidential Awards for SAFETY in 1961, for Personal Injuries, Motor Vehicle Safety & off the job SAFETY; and

*Whereas*, Lake Charles intends to win all three SAFETY Awards in 1961, but does not want the other divisions to have their efforts go unrecognized, and has therefore ordered Lake Charles SAFETY WINNER Banners to be flown by the divisions that compete but fail to equal or top the Lake Charles Safety record in 1961; therefore

*Be IT Proclaimed* that the Lake Charles Division thru its undersigned Safety Representative herein issues its challenge to all other divisions and their respective Safety Representatives, Anders Poulson & T. O. McKnight, to match the Lake Charles Division Safety achievements in 1961. The winner, which must be presumed to be Lake Charles, will have its banner, mentioned aforesaid, flying in all of the "also ran" divisions during the year 1962. And if by some remote circumstance, Lake Charles happens to be an "also ran" division, to have the winning divisions banner flying in its own division, with the Lake Charles Division banner flying at "half mast" (Heaven Forbid).

*Signed:*

*"Troce-Claire" Stelly*

on Behalf of All Gulf

Staters in the Lake Charles

Division





**POWER FOR PROGRESS.** L. M. Welch, vice president and general manager of operations, and R. J. (Bob) Robertson, construction manager, were on hand to inspect the generator for our Company's number one turbo-generator unit at Sabine Power Station when it arrived in Beaumont last month. The unit, capable of generating 220,000 kilowatts of electricity, required 23 days to travel from Pittsburgh, moving only in daylight hours and at 15 mph maximum your speed.

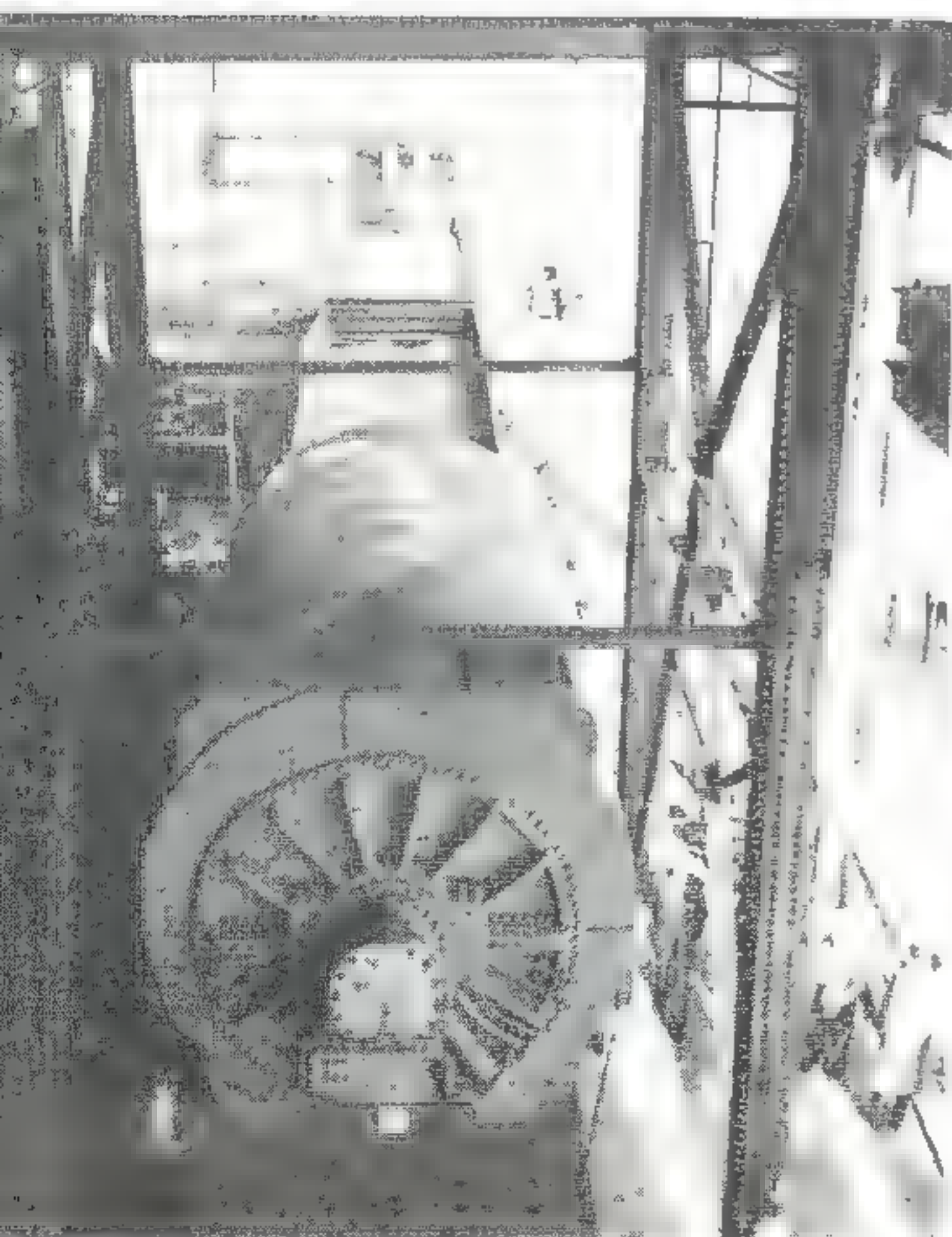
*Travelogue . . .*

## SABINE GETS GIANT GENERATOR

**NEARS HOME BASE.** The massive generator for Sabine Station's number one turbo-generator unit is shown as it arrived at Sabine Station. The 500,550 pound unit, 31 feet long and 12½ feet wide, was shipped on an extra heavy 50 foot long, low flatcar. The unit has been placed on the second story of structural steel framework at Sabine Station and work on the Station's number one unit is scheduled for completion in March, 1962.

**HOME AT LAST.** The 200 ton generator is shown after it was positioned at Sabine last month. Four of the number one unit's extraction point heaters, for pre-heating boiler feed water, are shown rising through the second floor to the left of the generator. The turbine

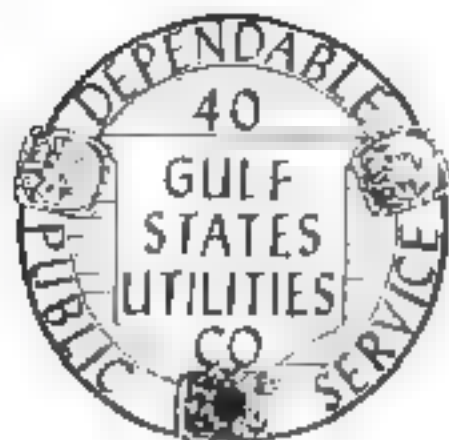
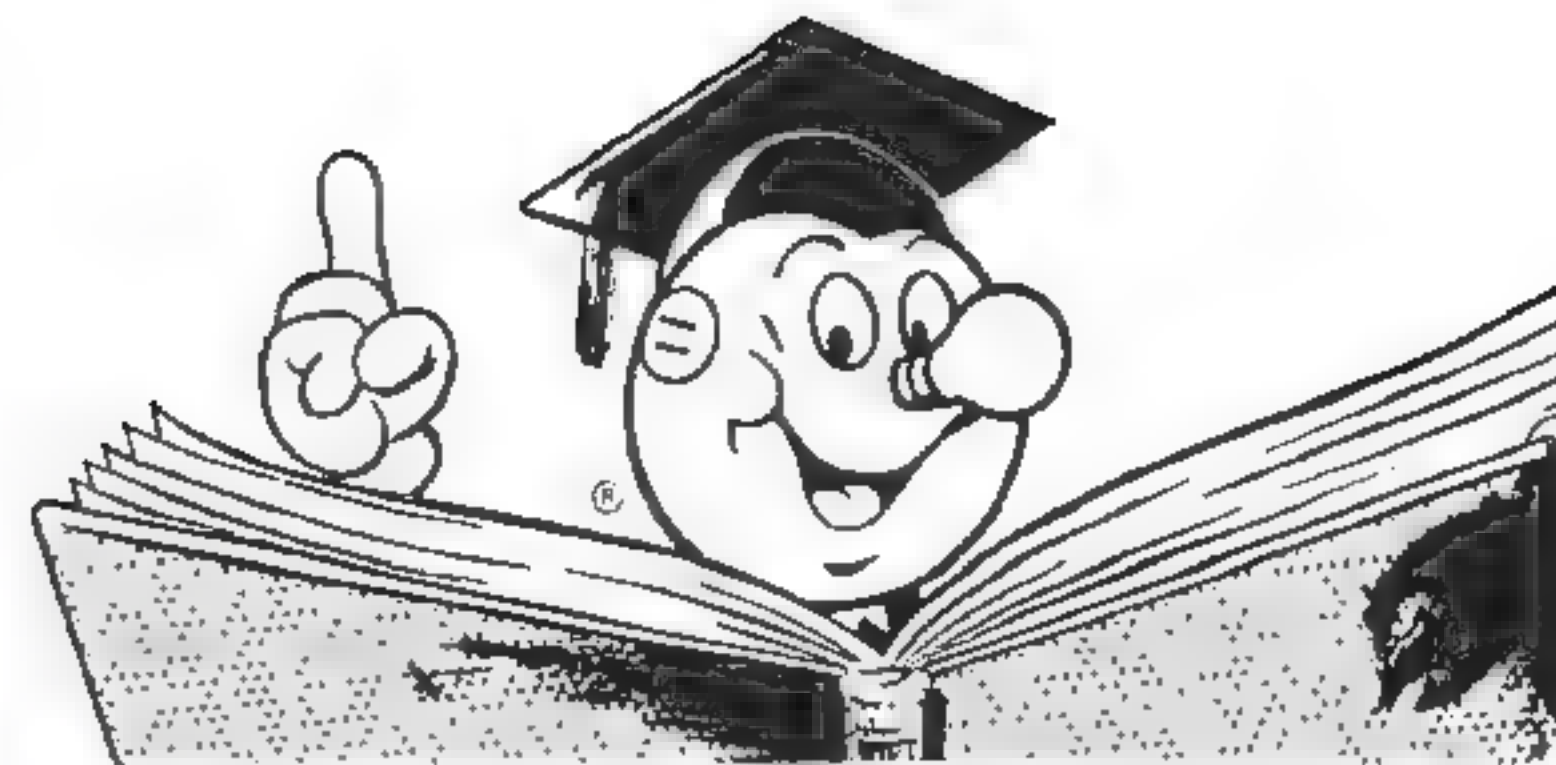
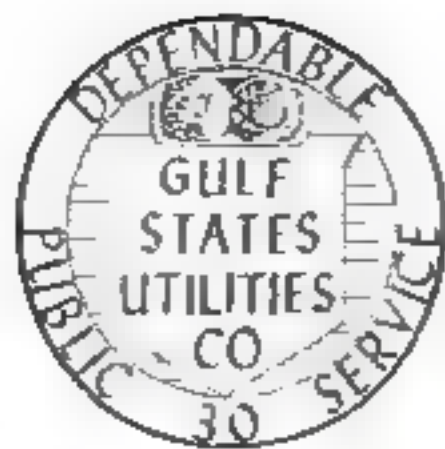
portion of this unit is scheduled to arrive late this month and net output of Sabine's number one unit will approximate the total generating capacity of all of our Company's generating plants at the end of WW II.



*Plain Talks*



# SERVICE AWARDS



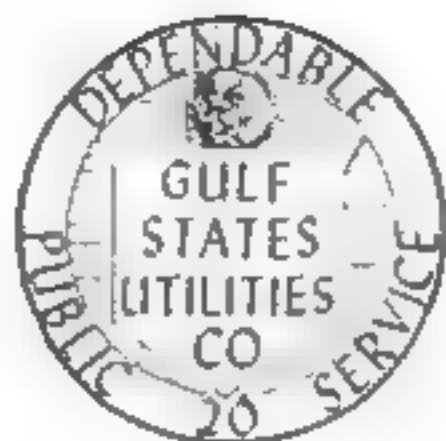
**M. G. Matthews**  
Local Superintendent  
Calvert



**P. F. Long**  
Distribution  
Navasota



**A. L. Faures**  
Distribution  
Baton Rouge



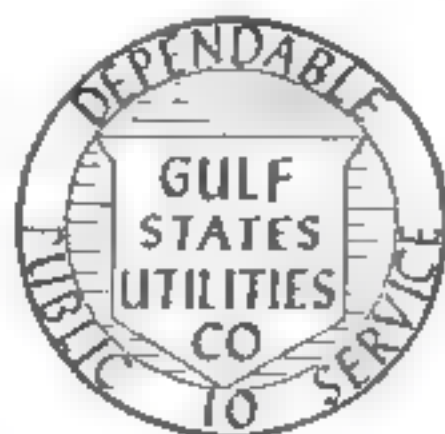
**Vivian L. Hays**  
Treasury  
Baton Rouge



**H. H. Reed**  
Sales  
Jennings



**R. E. White**  
Distribution  
Port Arthur



**A. S. Daigle, Jr.**  
Production  
Beaumont



**R. J. Broussard**  
Distribution  
Lafayette



**I. J. Beonel**  
Distribution  
Lafayette



**Michael Page**  
Production  
Beaumont

## Reddy's Kollege of Kilowatt Knowledge

*Test your electric industry IQ*

1. Is Russia now building:
  - a. more hydroelectric than thermal power facilities;
  - b. less hydroelectric than thermal power facilities;
  - c. about the same amount of both types.
2. Approximately how much money do the nation's investor-owned electric companies plan to invest in new facilities, on the average, each year until 1980?
  - a. \$7 million;
  - b. \$700 million;
  - c. \$7 billion;
  - d. \$70 million.
3. How much do our customers pay in local, state and federal taxes out of every dollar in their electric bill?
  - a. 11¢;
  - b. 31¢;
  - c. 7¢;
  - d. 23¢.
4. How much more would it cost one of our customers whose monthly electric bill averages \$11.50 to dry 22 eight-pound loads of clothes electrically?
  - a. \$2.05 a month;
  - b. \$1.45 a month;
  - c. \$5.15 a month;
  - d. \$4.80 a month.
5. How much money will our Company spend on new construction during 1961?
  - a. \$46 million;
  - b. \$38 million;
  - c. \$29 million;
  - d. None of these figures.
6. The average annual use of electricity per residential customer in the U.S. is 3,800 KWH (1960 figure). What is the average annual use per residential customer for our Company?
  - a. 3,800 KWH;
  - b. 3,600 KWH;
  - c. 3,901 KWH;
  - d. 4,077 KWH.

*See answers on page 23.*



## Funeral Services

### Held For

G. W. Braswell

**G**EORGE W. BRASWELL, 39, Beaumont Relay Section, died in the Georgetown University Hospital in Washington, D. C. February 28 following heart surgery. Funeral services were held March 3 in the first Baptist Church, Vidor.

Born in Dallas, Texas, April 25, 1922, Mr. Braswell received his education in the public schools in El Monte, California. He was a veteran of six years service with the U. S. Navy during World War II. He was an active member of the Lakeview Baptist Church in Vidor.

Mr. Braswell, a relayman first class, began working for our Company on January 12, 1951, as an engineers helper in the System Engineering Department. Prior to that he had been em-

ployed in the petroleum industry in Greggton, Texas, and Tulsa, Oklahoma.

He is survived by his wife, Helen, of Vidor; his father, B. D. Braswell of California; and two brothers, B. F. and Lee Braswell, Tioga, N. D.

E. P. Guillot,

Annuitant, Dies

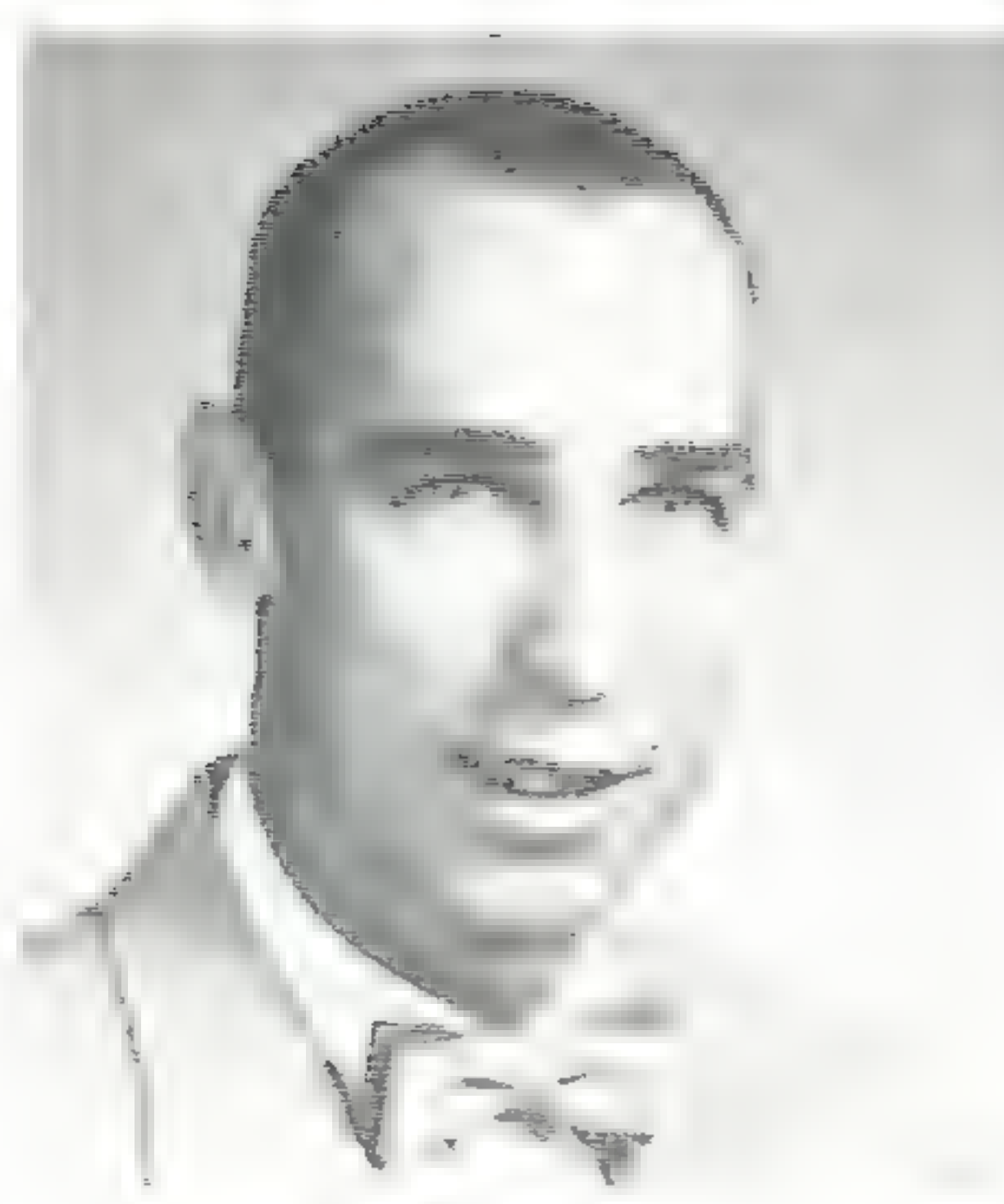
**E**DMOND P. GUILLOT, Baton Rouge annuitant, died February 5 in a Baton Rouge Hospital at the age of 74.

Mr. Guillot, a native of Houston, began working for our Company on September 18, 1919, in Baton Rouge and spent his entire length of service of 42 years there. He retired June 30, 1951 as an employee in the T&D Department.

Funeral services were held in the Sacred Heart Catholic Church in Baton Rouge, February 6. Burial was in the Greenoaks Memorial Park.

Survivors included his wife, the former Laura Billiu, Baton Rouge; a daughter, Mrs. A. G. Killgore; five sisters, one brother and two grandchildren.

He was a member of the Woodmen of the World, St. Vincent de Paul Society and the Ushers Society of Sacred Heart Catholic Church.



Mr. Braswell

## L. J. Cobb Assigned

To Beaumont T & D

**U**PON completion of his new employee training program, Lonnie J. Cobb has been assigned as an engineer to the Beaumont T&D Department.



Mr. Cobb

A native of Gulfport, Mississippi, Mr. Cobb received his degree in mechanical engineering from Mississippi State University in 1960. He came to work for our Company on September 12, 1960. Prior to that he had been employed by the Ingalls Shipbuilding Company of Pascagoula, Mississippi.

Mr. Cobb, his wife, Mary, and 16 month old son, Harold, make their home at 2541 Broadway, Beaumont.



## THRIFT PLAN INVESTMENTS

Purchases of Gulf States Utilities Company stock made by the Trustee during February covering employee deductions and Company contributions through January were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	1277	\$48,638.38	\$38.088004
\$4.40 Preferred	74	6,681.64	90.292433

The Trustee deposited \$21,151.20 with the Savings Department of The First National Bank.



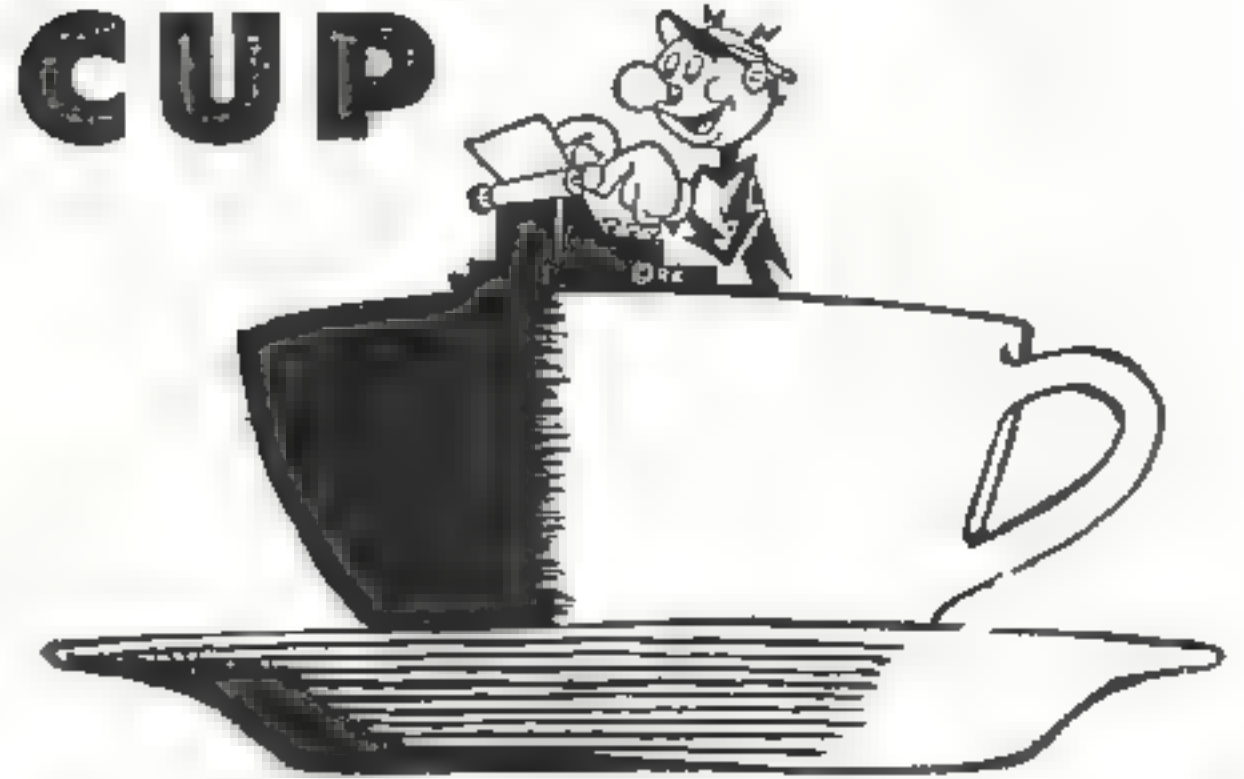
# Answers to Reddy's Kollege of Kilowatt Knowledge

Questions on Page 21

1. b. less hydroelectric than thermal power facilities — In 1958, Khrushchev announced a new power policy de-emphasizing hydro power because of the high cost and length of time required to develop it. The Russians are now concentrating on building thermal power plants.
2. c. \$7 billion — The investor-owned utilities plan to spend \$143 billion to build new facilities between 1960 and 1980.
3. d. 23¢ — Our customers pay more than seven times as much taxes in their electric bills as customers of TVA and REA co-ops.
4. b. \$1.45 a month.
5. a. \$46 million — Almost a million dollars a week! Most of this "new" money will be raised through the sale of securities.
6. d. 4,077 KWH — Our customers use an average of 277 KWH more than the national residential use average.

Sources for these answers will be furnished upon request.

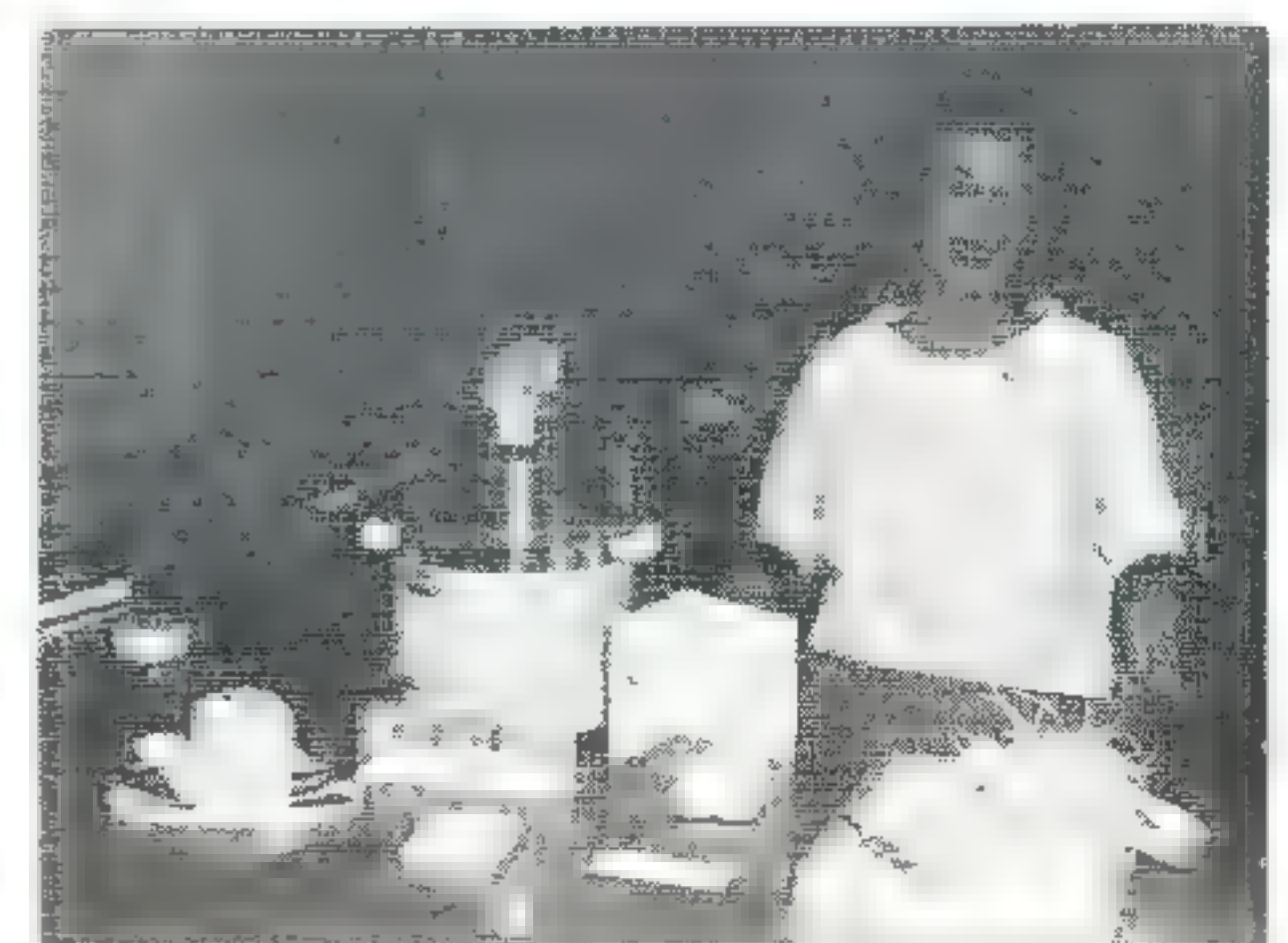
over the  
**COFFEE  
CUP**



THE Relay Communications Section had an important part in the Combined Power Communications and Relays Session at the Winter Meeting of the American Institute of Electrical Engineers in New York City on February 3. George DeLaMatyr and Lee Hammack prepared a written discussion of a paper presented by three Bonneville Power Administration engineers on their experience with transferred trip over microwave. This written discussion was presented by Ernest A. Baumgartner who is now attending a training course at the General Electric Company in Schenectady, New York. General Electric gave the members of the class a recess so that they might attend the AIEE Winter convention in New York.

The Relaying Practices Subcommittee of which H. J. Sutton, superintendent of relay and communications, is chairman, sponsored a paper entitled "Automatic Reclosing Following Bus Relay Operation" and from reports, this paper was successful and met with fine audience response. Mr. Baum-

**BOSS FOR A DAY.** Ava Lee Wright takes advantages of her last day at work and tries out the chair and desk of her boss, J. B. Coltharp, operations manager, Beaumont. Mrs. Wright received the farewell gifts on desk from her fellow employees as she left the company.



## New Credit Union Officers For 1961 Elected

**K**EN JUMEL, supervisor of confidential records and payroll accounts, Beaumont, was elected president of the Gulf States Federal Credit Union at the regular director's meeting January 31 in Beaumont.



Mr. Jumel

Also serving as officials of the credit union are: H. C. Hall, section supervisor, Plant Accounting, Beaumont, assistant to the president; A. D. Sprawls, area development engineer, Beaumont, vice president; R. W. Landers, supervisor of employee welfare records, Beaumont, treasurer; and Martha E. Scanlon, clerk, General Accounting, Beaumont, assistant treasurer.

Elected to the board of directors for 1961 are: H. W. Blake, test technician, Neches Station; A. Boutte, supervisor of buildings and grounds, Port Arthur; G. S. Cannon, engineer, Electrical and

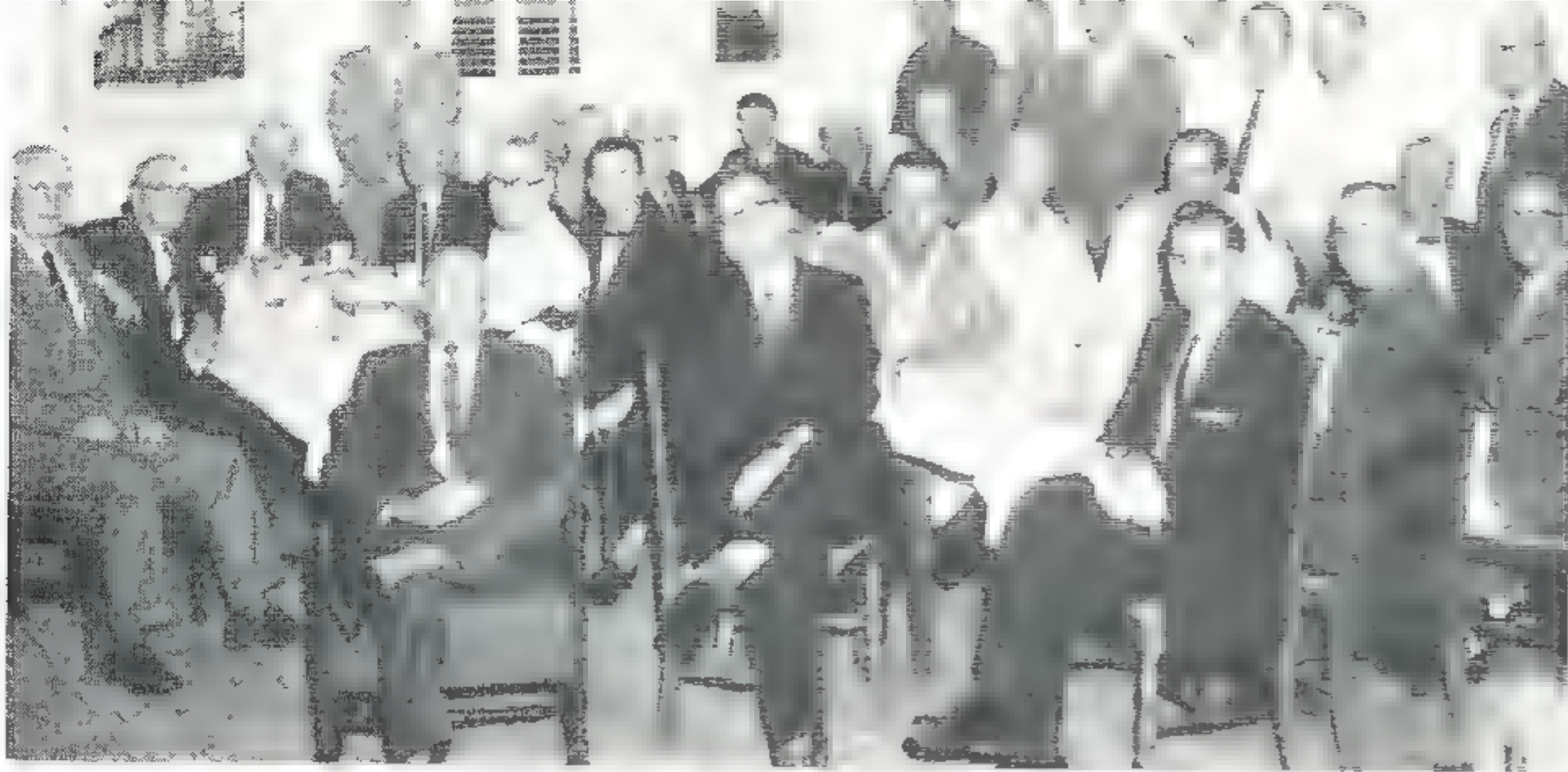
Civil Engineering, Beaumont; R. M. Craig, division engineer, Navasota; D. A. Fagg, fireman, Neches Station; and E. G. Hodges, supervisor of industrial sales, Lake Charles.

Named to serve on the credit committee for the year were: Ralph Ellis, section supervisor, General Accounting, Beaumont; W. T. Ricks, supervisor stores accounting, system, Beaumont; and N. D. Head, engineer, Rate and Depreciation, Beaumont.

The supervisory committee to serve for the year are: H. S. Charlton, internal auditor, Statistics, Beaumont; G. H. Rafferty, internal auditor, Statistics, Beaumont; and V. B. Hereford, Jr., accountant, Statistics, Beaumont.

At the regular meeting of the directors of the Gulf States Utilities Employees' Federal Credit Union, January 31, the board voted to declare an annual dividend of 4.977%.





**JOE TAKES IT EASY.** The Port Arthur Sales Department honored Joe Prejean, left, first row, residential sales representative, who retired

February 1. Joe was given a certificate of appreciation and a year's membership at the Port Arthur Municipal Golf Course.

gartner also presented an oral discussion on this paper. From our weather reports from up East, we expect Ernest will be happy to be back in Texas this spring.

—By Nadine Hester

Beaumont's Billing Department was well represented at the Live Wire's Valentine dance at Neches Station. **LaVerne Sassin** and husband, **Danny**, **Jimmylyu Syme** and husband, **Weldon**, **Calra Lacky** and husband, **Nelson**, **Martha Evans** and husband, **Tommy**, **Margaret Landry** and escort, **Glenda Milner** and escort formed a party, and all reported the dance was a success. Former GSU'er **Billie Cherry** and husband, **Josh**, were guests of the Lackeys.

**George Irvin** recently transferred to the Purchasing Department. His friends here in the Billing Department miss him, but wish him success in his new position. **Doug Olsen** has joined the Billing Department crew in George's vacated position. Welcome, Doug!

**Charlie Faye Dickerson** became the bride of **Boyd Young** on February 3 in the Central Baptist Church in Evadale. The couple now reside in Silsbee.

Some members of the Billing Department have been using their weekends to get in visits to other towns. **Beverly Sheffield**, Order Processing, attended the Fat Stock Show in Houston on February 27. **Linda Haynes**, husband, **LaRue**, **Seldra Weaver** and husband, **Miles**, visited the Alamo and Breckenridge Zoo in San Antonio the weekend of March 10.

**Marlene Meinscher** and **Elsie Duff** have joined the ranks of former GSU-ers. The girls were taken to Carlos Restaurant for a farewell dinner on February 21, and their final goodbyes were said on March 3.

Welcome to new employee, **Norma Hughes**, who is working in Order Processing Section.

—By Glenda Milner

A "going away" party was given recently in honor of **Gilbert Braud** of the Tax & Insurance Department as he left for parts unknown. His friends presented him with a handsome briefcase and pen and pencil set. Bon Voyage, Gay!

Congratulations are in order for **Roy L. "Ace" Hester** as he was chosen to fill the vacancy left by Gay Braud. So—Congrats Roy Lee! Rots of Ruck!!

Moving up from Plant Accounting to take over Roy's old desk in the Statistical Department is **Harold W. LaFosse**, who was most impressed by the presence of real windows and genuine sunshine (occasionally, that is!)

—By Ward McCurtain



**DECEMBER BRIDE.** Susan Holliday, departmental clerk, Baton Rouge T&D Engineering Department, became the bride of Warren L. Young, December 31 in St. Aloysius Church, Baton Rouge. Mr. Young is a graduate student in chemistry at Louisiana State University.

**CHARLES E. SHEA**, accountant, Plant Accounting Section, Beaumont, was recently notified of his promotion to First Lieutenant, Corps of Engineers in the U. S. Army Reserves. Lt. Shea at present is a student in the company officers engineers course of the 4160th USAR school. He is a graduate of Tulane University, where he received a BBA degree in 1958. He obtained his commission through ROTC at that school.

—By Minnie Marino



EVERYONE at Louisiana Station was pleased to see **C. M. Russell**, **N. T. Graves** and **Ira Noble**, who came out recently to pay us a visit. Retirement seems to be doing each good.

We also got to welcome a new employee this past month. He is **Wilery Bordelon**, a mechanics helper. Wilery hails from Morrow, Louisiana. He is married and has two children, children a girl and a boy.

We are glad to see **Jean Smith** back at Louisiana Station. Jean enjoyed his stay in Texas, but nothing is like "Good Old Louisiana."

—By Gayle Miller



**TRAVIS R. FOX** has returned to work after being off since August when he was hurt. Everyone in the Line Department is glad to have Travis back with us again. He is a lineman in the Lake Charles T&D Department. Last month he attended the T&D Training Program in Beaumont.

**Chester J. Landry** has been working in the Line Department for training purposes. He came to us from the Substation Department.

**R. D. (Don) Herrington** has been off duty for some time due to illness. He is in the hospital in Shreveport. We all wish Don a speedy recovery.



**Bradley J. Broussard** has returned 'home' after being in the Service Department for a while.

A number of Line Department Gulf Staters have been off on vacations the past month. They are **M. C. McMahon, A. C. Hughes, J. F. Stewart, E. R. LeBlanc, J. B. Gullet, D. P. Garrettson,** and **B. L. Kyson.**

—By *Margie Leon*

**JUANITA LINN**, daughter of William Linn, DeRidder, Louisiana, was married to **Jean Hebert**, February 4, in Our Lady Queen of Heaven Church in Lake Charles. Juanita is employed as a clerk on the Lake Charles Service desk. Jean is a meter reader in the Lake Charles District. The couple will make their home at 614 West Oak Lane, Lake Charles.

Juanita was honored with several showers; one was given by Gulf Staters **Carolyn Williams** and **Pat Young**. After a delicious dinner at Chateau Charles, Juanita was surprised with many useful gifts.

**Philip Allen**, supervisor of credit and collections, **Herman Sockrider**, district accountant, and **Elouieese Akins**, who takes service applications, were surprised with birthday cakes from their fellow employees last month.

The Sales Department regrets losing **Marilyn Hall** who is moving to Minnesota. Her replacement is the very capable, red headed, **Paula Davis.**

—By *Bess Richardson*

**HUGH HOLLAND** and **CHARLES REIFSNIDER**, Lake Charles re-



**A CAKE CUTTING.** Mr. and Mrs. Jean Hebert cut their wedding cake following their marriage in Lake Charles' Our Lady Queen of Heaven Church. Mr. Hebert is a meter reader in Lake Charles and Mrs. Hebert is the former Juanita Linn, Lake Charles Service Department.

laymen, have put in seven weeks of work on changing our controls on the Lafayette synchronous condenser. Another week or two will find this work completed. Hugh and Charles had a very busy year in 1960 in taking care of Lake Charles Division's relays. At times, they were assisted by extra help from the Beaumont Relay Department.

A vacationer during February from the Lake Charles Substation Department was **Ivy Dupin**. Mr. Dupin has been with the Company for 32 years. He has had experience in the Service, Engineering, and Line Departments. Ivy now keeps busy in the Substation Department repairing and painting transformers and regulators.

A tip of our hat goes to **Eunice E. Byrd** for the excellent and safe job he is doing as truck driver for the Lake Charles Substation Department. Eunice has driven a truck for approximately 13 years without an accident. He has also taken an active part in social and civic activities concerning the younger generation. At the present, he is assisting the 4-H Club of Westlake, Louisiana, in their various projects for the year. Our young people need these well organized social activities and more people like Eunice. "Keep up the good work."

—By *Jo Ann Burnett*

## LAFAYETTE

**ENJOYING** their vacations during February were **Tom Arabie, S. J. Ayo, George St. Julien,** and **Shelton Trahan.**

**A. B. Mitchell** attended the storekeepers meeting in Baton Rouge at the end of February. Mr. Mitchell is store-room keeper in Lafayette.

**J. R. Peckham** attended a supervisor's training course in Baton Rouge from February 27 to March 3. Mr. Peckham is district superintendent in Lafayette.

—By *Cynthia Trahan*

## HUNTSVILLE

**HUNTSVILLE** Gulf Staters travelled to Conroe for the Navasota Division annual Safety Award Banquet held in Hotel Conroe.

We had as visitors recently **Mr. and Mrs. Billy H. Burke**. Mr. Burke, residential sales representative at Calvert, was formerly in the Huntsville office in the same position. He was transferred to Calvert last year.

—By *Dorothy Stanford*



**BOWLING CHAMPS.** The Pastime League bowling champs, sponsored by Tom's Toasted Peanuts included three Lafayette Gulf Staters: **Joe Olivier, Honore Miller** and **T. J. Thayer**. Left to right are: **J. D. DeVillier, Olivier, Bob Davenport, Tom MacMaft, Miller** and **Thayer.**

## CLEVELAND

**FIRST** place winner in the Junior High Division of Boys' Physics at the Liberty County Science Fair was **Richard Dinkins**, son of **Mr. and Mrs. T. J. Dinkins**, Cleveland. Mr. Dinkins is a senior engineer's assistant in the Cleveland T&D.

The Fair was held in Liberty and Richard's exhibit of an electrical distribution system will be taken to the Greater Houston Science Fair in Houston to be shown March 17 through 19.

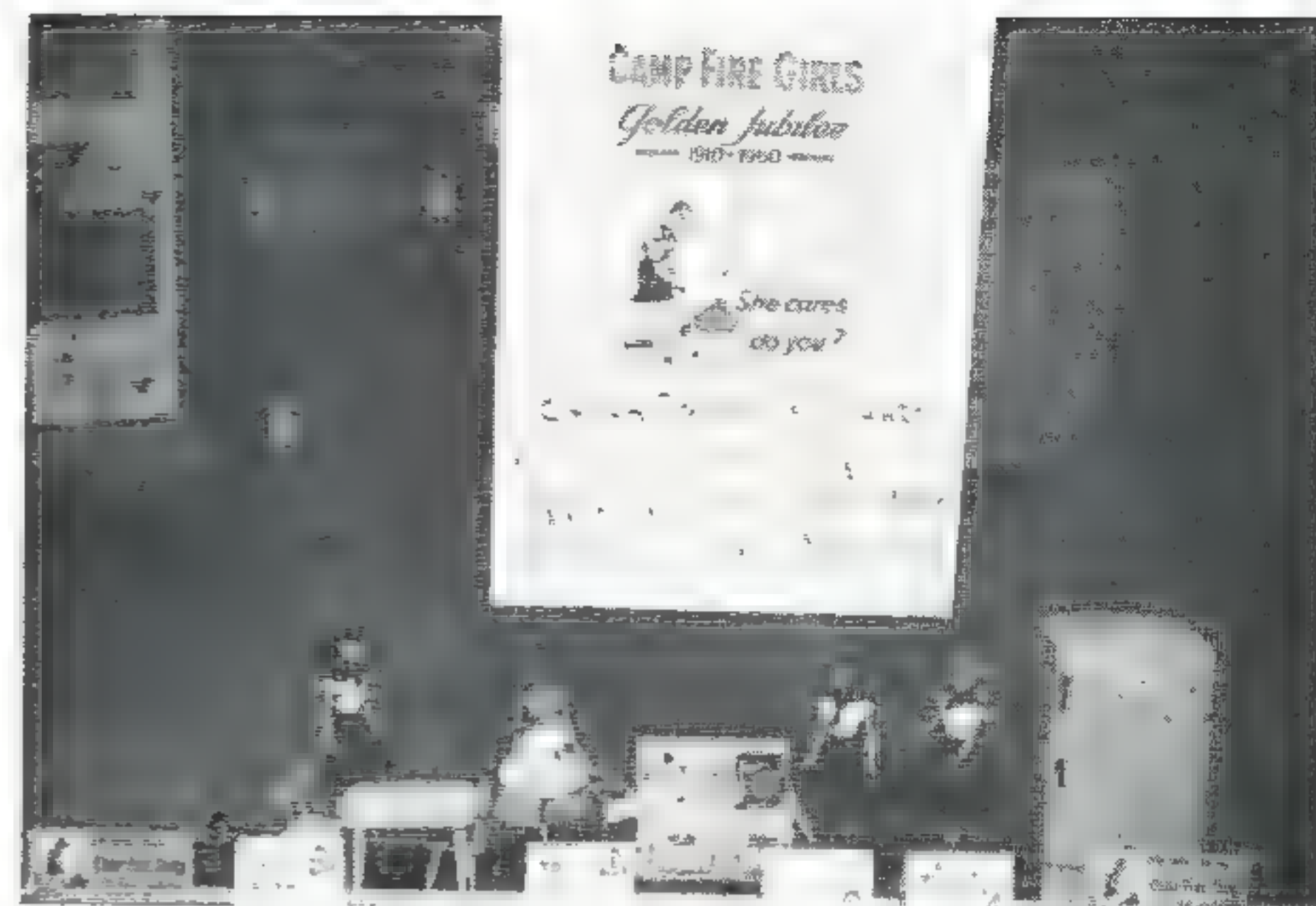
The winner at the Houston exhibits will receive an all-expense paid trip to Kansas City, Missouri, later and Richard is keeping his fingers crossed in hopes that he will win again.

—By *Jane Bazzoon*



**SCIENCE FAIR EXHIBITOR.** Richard Dinkins, son of **T. J. Dinkins**, senior engineering assistant, Cleveland, won first place at the Liberty County Science Fair in Liberty with his electrical distribution exhibit.





"IT'S NICE TO BE APPRECIATED." This display was made up by the Navasota Camp Fire Girls in appreciation of the cooking classes held by our home service advisor, Anita Boles, for their groups. The display was in the window of the Navasota District office.

← **COMPLETES TRAINING COURSE.** Rene A. DeBlanc, master electrician, Nelson Station, recently graduated from a special two-week course in industrial instrumentation held at the Leeds & Northrup Company Training Center in Philadelphia. Mr. DeBlanc works on an electronic recorder while his instructor, Peter Brauman, offers advice. Mr. DeBlanc was one of 12 technicians representing industry from various sections of the United States and abroad that took the course. The instruction included a study of temperature and gas analysis instruments.



Mr. and Mrs. G. B. Boswell on the birth of their first grandson, **Mike Ferguson, III**. Mrs. Ferguson is the former **Garland Boswell**. Mr. Boswell, better known as "Red" is a line foreman in the Huntsville T&D.

Mr. and Mrs. **Jim Fernandez** on the birth of their daughter, **Sandra Gay**, November 6. Mr. Fernandez is residential sales representative, Port Arthur Division's Sales Department.

Mr. and Mrs. **John O. Benton** on the birth of their son, **John Robert**, February 17. Mr. Benton is a serviceman in the Gas Department, Baton Rouge.

Mr. and Mrs. **Frank Lemire** on the birth of their son, **Robert Alexander**, born January 1 and arrived at the

Lemire house on January 31 (he was adopted). Mr. Lemire is supervisor of customer accounts, Beaumont.

Mr. and Mrs. **Horace "Tutu" LaCombe** on the birth of a son, **Zeb Christopher**, February 1. Mr. LaCombe is a sales representative in Lafayette.

Mr. and Mrs. **Norton Zeringe** on the birth of their son February 1. Mr. Zeringue is employed in the Lafayette Line Crew.

Mr. and Mrs. **Thomas L. Broussard** on the birth of their son, **Mark Alan**, February 2. Mr. Broussard is employed in the Lafayette line crew.

Mr. and Mrs. **Jim Richardson** on the birth of their daughter, **Susan Ann**, February 5. Mr. Richardson is an industrial sales representative in Lafayette.

Mr. and Mrs. **T. J. Arabie** on the birth of their son, **Steven**. Mr. Arabie is employed in the Lafayette line crew.

Mr. and Mrs. **James M. Robinson** on the birth of their daughter, **Jerry Louise**, January 26. Mr. Robinson is an insulator at Louisiana Station.

Mr. and Mrs. **Calvin Oubre** on the birth of a daughter, **Tammie Marie**,

February 17. Mr. Oubre is a master repairman at Louisiana Station and is president of the Short Circuit Club.

Mr. and Mrs. **Joseph P. Ledet** on the birth of their first child, a son on February 7. Mr. Ledet is an operators helper at Louisiana Station.

**Louise and Joyce Clark** on the birth of a son, **Kevin Mark**, February 20. Mr. Clark is a lineman in the Lake Charles T&D Department.

**Vernon and Mary Boudreaux** on the birth of their fourth daughter, **Susan Alison**, December 28 in Memorial Hospital, Lake Charles. Mr. Boudreaux is employed in the Lake Charles Engineering Department.

**Harry and Rose Ann Henry** on the birth of their daughter, **Rebecca Jo**, January 20. Mr. Henry is employed in the Lake Charles T&D Department.

*An average of 13½ million people, in 27 countries, receive food every month through various CARE programs using U.S. farm surpluses. Contributions to the CARE Food Crusade, New York 16, N.Y. deliver these foods to the hungry in 20 of the countries.*



# gulf staters in the news

**President Nelson** will serve as campaign vice chairman responsible for the Advance Gifts Division of Beaumont's 1962 United Appeals campaign. Mr. Nelson was one of the organizers of the UA in Beaumont. In 1950 he headed the Community Chest campaign which raised the most money ever raised in a single campaign up to that time. He has served as president of the board of trustees of UA for two years. Last year he served as co-chairman of the important Division "A" which raised \$209,955 of the \$312,219 raised by the Advance Gifts section.

**W. H. Gieseke**, vice president and secretary, Beaumont, was recently elected a director of the American National Bank of Beaumont by its shareholders.

**H. E. Brown**, vice president in Baton Rouge, has just completed a two-year term on the Salvation Army advisory board. Elected to serve a two-year term on the Salvation Army advisory board was **J. W. Kirkland**, operating superintendent of the Baton Rouge Division T & D Department.

Mr. Brown was also named to coordinate the Junior Achievement fund raising efforts for East Baton Rouge Parish. **R. O. Wheeler**, division manager, assisted Mr. Brown during the three-week drive. Other Gulf Staters helping with the solicitations were division chairmen **F. G. Hornsby** and **Jack Worthy**, **Jack Waltrip**, **Al Gajeski**, **Henry Landry**, **Marcus Andrews**, **Bill Goff**, **Bob Collier**, **Carl Harris** and **Floyd Matston**.

**C. H. Watler**, operations supervisor, and **H. C. Sanders**, control operations foreman, both at Roy S. Nelson Station, Lake Charles, are among the nine industrial supervisors from the Lake Charles area who will be instructors in a developmental reading course being conducted by the Industrial Management Club of Lake Charles. The purpose of the course is to increase speed and comprehension in daily reading.

**R. W. "Red" Dunham**, chief clerk, Port Arthur, was elected president of the Port Arthur Retail Merchants Associations at a recent meeting of the board of directors of the association.

**H. C. Levois**, Navasota manager, was elected president of the Grimes County United Fund for 1961. **A. W. Baird**, operating superintendent, was named a director of the Fund.

## BIBLE - BREAK

a monthly column



by Ruby Lee Adams

**JERUSALEM** today bears little resemblance to the city as Jesus saw it. All the houses and even the fortifications which He knew were destroyed centuries ago. It is a city of strange contrasts, a city with many shrines. The capital of the land of three great religions is still a holy city for Christian, Jew and Moslem. There are many churches of each faith.

On the site of Herod's temple now stands a beautiful Moslem shrine, the Great Mosque of Omar. Nearby is a portion of the foundation wall of the temple, known as the ancient 'Wailing Wall' or 'Wall of Tears' of the Jews.

The old walled city, that part founded by David, has remained in Arab hands since 1949 and is now the Kingdom of Jordan; the newer part became the capital of the state of Israel and Jerusalem's economic center.

Of great historical interest is the route along which Jesus is thought to have passed on his way to Calvary, the Church of the Holy Sepulchre, which, according to tradition, was the tomb in which Jesus was laid after the crucifixion, the Garden of Gethsemane on the Mount of Olives, the tomb of the Virgin Mary, the tomb of David, and many other shrines.

Jerusalem means 'city of peace,' but it has known much war in its history. It has been destroyed many times, but each time it has raised its dignified head in triumph. The new Jerusalem is bright and modern. But the centuries of religious fervor, of its pilgrimage, of its historical interest of the life and death of Christ, of its great actions, have given the world's city of 'famous firsts' its distinction.

# GROWING with Gulf Staters



"WHAT A SET OF WHEELS!" N. Wyatt Collier, Jr., 2 years old, is the son of Mr. and Mrs. N. Wyatt Collier of Houston. The mother is Artie Collier, former secretary to W. H. Gieseke, vice president and secretary, Beaumont.



"LIKE MY BOOTS?" This seems to be the question asked by Randall Reinhardt, two year old son of Bennie Reinhardt, office clerk, Corrigan.

On earnings of about 30¢ a day, an average worker in Ecuador must spend more than a half-day's pay for a quart of milk for his family. Every \$1 CARE Food Crusade package sent to Ecuador provides 108 quarts of milk for undernourished children.



# Let's Read Our Mail



Mr. Roy Nelson, President  
Gulf States Utilities Company  
P. O. Box 2951  
Beaumont, Texas

Dear Mr. Nelson:

Several years ago I wrote you a thank you note regarding the attitude and performance of Mr. A. C. Handley and staff in your Nederland Office. We come into contact with Elizabeth Whatley, G. K. Phillips, K. D. Sistrunk, and Jack Goff all of whom we regard most highly.

At the present time we are in the design stage of runway and taxiway lighting. I asked Mr. Handley to be present at a recent conference with our Consulting Engineer and others. As a result of this meeting, Mr. Handley on his own initiative performed a bit of research on our regulators and came up with a suggestion later which resulted in a savings of some \$2700. His idea was accepted by the Federal Government.

Last year, during a power failure due to lighting, Mr. Handley and his crew stayed with us when less interested people might have laid the problem in our laps.

My point in calling this to your attention is to not only inform you of the quality of work of these people at this facility but also to let you know of the continued depth of our gratitude for their displaying such a wholesome attitude.

Mr. Handley is the type of person who gathers the affection as well as respect of those with whom he comes into contact. For example, he would not expect me to write you regarding his endeavor to aid us on this project, which of course is exactly why I am writing you.

Very truly yours,  
R. C. OWENS  
Jefferson County  
Airport Manager

Gulf States Utilities Company  
Lafayette, Louisiana

We would like to say thanks to your linemen that did such a fine job in keeping us with power while we were having trouble due to the ice storm. We were without heat for only a short time, but it made us realize how important your service to us really can be.

Thanks again,

Mr. and Mrs. John Rembert  
Leonville, Louisiana

P.S. We know that they worked all night in very bad weather.

Dear Gulf States,

I would like to send my deepest thanks to you for the magazine, PLAIN TALKS, in which I found the picture of Thomas Edison that I have been looking for. I can't express how much I appreciate this, for now I can finish my literature notebook for which I needed the picture. Thank you very much!

Respectfully yours,  
Curtis Jay Comeau  
2465 Beech Street  
Beaumont, Texas

Dear Sirs:

I want to thank the ones that were in the office and the workers that stayed all night working on the line when it went out at about eight-thirty one night. If it had not been connected I would have lost everything in my hot-house.

Yours Truly,  
Robert Robin  
Port Barre, Louisiana



**NEWLY WEDS.** Mr. and Mrs. Wallace Basse were married February 1 in St. Patrick's Catholic Church in Navasota. Mrs. Basse is the former Bernice Fread, Navasota PBX operator. Mr. Basse is employed by International Paper Company in Navasota.

## SYMPATHY TO:

**Edaleen Bean**, Beaumont Billing Department, on the death of her mother on January 11.

**Bernice Eaves**, Beaumont Billing Department, on the death of her mother-in-law, Mrs. Mattie Eaves, widely known as "Mother Eaves" of Nacodoches, February 18.

**C. L. Schooley**, Beaumont Line Department, on the death of his mother, **Mrs. W. E. Schooley**, Lampasas, Texas, February 13 following a long illness.

**Bunch Eads**, PLAIN TALKS writer, Beaumont, on the death of his aunt, Mrs. John H. Carlock, San Antonio, Texas, February 6.

**H. P. Robichau**, supervisor billing records, Beaumont, on the death of his mother, Mrs. Leonia Robichau, Beaumont, February 16. Mrs. Robichau is the grandmother of **J. O. Robichau**, Beaumont Production Department.



**STUDENT VISITORS.** Eleven home economic students and their teacher, Mrs. C. G. Hornsby, from Denham Springs High School, were recent visitors to the Baton Rouge Division sales floor and demonstration kitchen. Miss Carolyn St. Amant and Miss Evelyn Wilsford, home

service advisors, demonstrated new household appliances to the group of seniors. Left to right, Mary Lord, Celeste Gully, Yvette Allen, Betty Beeson, Erma Cowart, Bessie Shaffett, Ruby Bezar, Rebecca Rancher, Regina Sullivan, Mrs. Hornsby, Dianne Perkins, Elaine Hester.



# READ AND WIN

**R**ESPONSE to last month's safety slogan contest was overwhelming and gratifying, according to Frank Jones, system safety director, Beaumont. Over 126 entries were received, and from these the first correct entry from each division was selected to receive a \$5 prize.

First winners who submitted the correct slogan "Don't be a victim of Home Sweet Homicide" were: *Delbert Montgomery*, Records, Beaumont; *Roy M. Jordan*, Navasota T & D; *Willie Duhon*, Treasury, Lake Charles; *Tullie Brady*, local superintendent, Clinton, Louisiana; and *J. R. Poole*, Port Arthur T & D.

There have been some changes made in this month's contest. Last month, the hidden words were italicized to make them easier to find; this month, the words in the slogan will look the same as the

other type on the page, so you can only identify them when they look out of place in a sentence or paragraph.

Also, the words will appear in the magazine from front to rear in the correct order in which the slogan reads. (For instance, an incorrect entry for last month's slogan was: "Don't be a Sweet victim of Home Homicide.")

Employees in the Advertising and Personnel Departments are not eligible to enter this contest, nor are members of their families.

Remember to mail your entry to the System Safety Department, Beaumont, and be early, so you will have a better chance of winning a \$5 prize this month. This month's slogan has nine words. Good reading!

## TWO NEW SAFETY AWARDS

### Edison Electric Institute SAFETY ACHIEVEMENT AWARD

TO *Gulf States Utilities Company*  
Entire Company

FOR *Outstanding Performance in Accident Prevention*

HAVING WORKED 1,000,000 MAN HOURS WITHOUT

A DISABLING INJURY FROM AUG. 10, 1960 TO OCT. 14, 1960

*Arthur J. Jagers*  
CHAIRMAN, ACCIDENT PREVENTION COMMITTEE

*Sherman R. Knapp*  
PRESIDENT



CERTIFICATE OF

*Appreciation*  
FOR ADVERTISING SUPPORT

is hereby presented to

*Plain Talks*



*J. D. Rappier*  
President  
The Advertising Council



*Howard Pyle*  
President  
National Safety Council

In grateful appreciation for help given the 1960 Stop Accidents Campaign . . . a campaign designed in the public interest to save lives and thereby make America a safer place in which to live.



# He's taking care of the kite that delayed Dad's dinner



Kites are pretty things dancing in the sky where they belong.

But they can become pretty much of a headache to you and all your neighbors when they get tangled in electric service lines and cause temporary interruptions to electric service.

Every year about this time, kids fly kites. Hundreds of them end up like this one. Then no one is happy. A small boy has lost a toy. His parents' dinner has been delayed. And the neighbors may have been temporarily without electricity.

## HOW TO FLY KITES SAFELY

It's so easy to avoid all this inconvenience. Just tell *your* kite flyer to stay away from electric service lines and trees. And for safety's sake, please have him observe these rules:

- *Let a kite go if it gets caught on electric wires*
- *Use only dry cotton string and dry cloth in the kite tail*
- *Do not fly kites during rainy weather or thunderstorms*
- *Do not use metal wire for strings or kite tail*

GO FLY YOUR KITES, KIDS, BUT FLY 'EM SAFELY ALWAYS  
**GULF STATES UTILITIES COMPANY**